NOVEMBER 20, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly Ne

Radio

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DETROIT

WLS

School Time

GOES TO THE

ZOO

5,629 LETTERS COME IN

WLS "School Time", favorite visitor in 25,000 Midwest American classrooms (with over 870,000 pupils) *gets results* just as WLS commercial programs do.

We have told you this before, but here is *fresh* evidence: on a recent Tuesday, when "School Time" went to Brookfield Zoo to bring its 6,000 schools first-hand facts about the animal life there, we offered a color map of this zoo to all who would write for it. Just once, mind you. *One announcement.*

And 5,629 listeners wrote for this map! *One mention—5,629 responses.* Interesting? Yes indeed, although "School Time" (now in its ninth year) is not for sale. It is added proof, one more in a long list of factual stories to prove that:

At any time of day, on any WLS-built program, WLS GETS RESULTS!

REPRESENTED BY JOHN BLAIR & COMPANY

890 KILOCYCLES ★ 50,000 WATTS ★ BLUE NETWORK

WLS

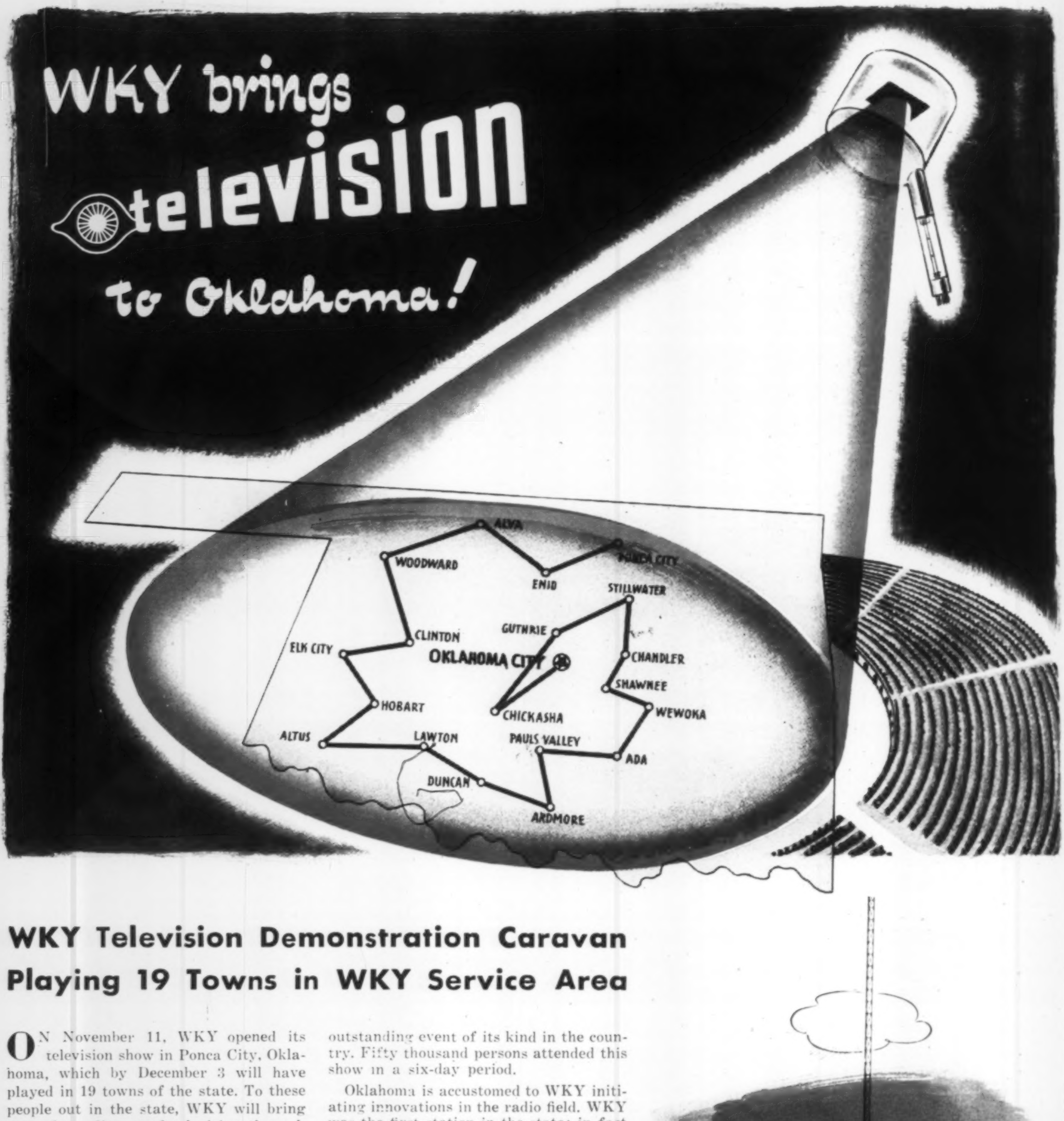
CHICAGO 7

The
PRAIRIE
FARMER
STATION

Burridge D. Butler
President

Glenn Snyder
Manager

AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS


WKY brings
television
to Oklahoma!
ALVA
WOODWARD
ENID
PONCA CITY
STILLWATER
GUTHRIE
CLINTON
ELK CITY
OKLAHOMA CITY
CHANDLER
SHAWNEE
HOBART
CHICKASHA
WEWOKA
ALTUS
LAWTON
PAULS VALLEY
ADA
DUNCAN
ARDMORE

WKY Television Demonstration Caravan Playing 19 Towns in WKY Service Area

ON November 11, WKY opened its television show in Ponca City, Oklahoma, which by December 3 will have played in 19 towns of the state. To these people out in the state, WKY will bring their first glimpse of television through a demonstration unit which will do everything except actually transmit and receive over the air. The tour is being conducted as WKY's contribution toward the promotion of the 6th War Loan.

Almost five years ago to the day, WKY sponsored a great television show in Oklahoma City which still remains as the outstanding event of its kind in the country. Fifty thousand persons attended this show in a six-day period.

Oklahoma is accustomed to WKY initiating innovations in the radio field. WKY was the first station in the state; in fact the first station west of the Mississippi. WKY brought Oklahoma its first network programs and has kept out in front ever since both in facilities and programming. All these things have built a reputation and prestige for WKY in Oklahoma surpassed by no other station. Today, as for the past 24 years, WKY is Oklahoma's dominant station.

Show Features Topflight Talent

Heading the cast of WKY's traveling television demonstration is Roberta Hollywood, "First Lady of Television", with Sidney Montague, famous Canadian Mountie, and WKY's [illegible]

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Time For Selling:
Time For Sale:

■ Are all the good radio stations sold out for the duration?

Can a new radio advertiser go on the air today only by using so-called "one-lung" stations?

What *are* the yardsticks of value in the radio station field, anyway?

Telephone surveys? Audience ratings? Coverage maps?

Or can we, the radio industry, demonstrate our real worth to our advertisers and our real service to our communities *by proving that we can sell goods today and more goods tomorrow?*

▪ ▪ ▪ ▪

We think it is time for the radio industry *as a whole* to recognize its own strength.

Instead of acting as though radio were a flash in the pan, here today and gone tomorrow, let us instead work for the long pull.

Let us sell not only our own stations and our own time but radio itself.

Our own policy works for the long pull pretty well. We perform well beyond the promise.

We do our best — our level best — to give a square deal to any advertiser trying to build a postwar franchise for his product in our markets today.

How? By selling a little *less* time to others, so we will always have some left over for him. Rationing in a mild form: easy to take.

A few large advertisers — a very few — have not taken kindly to this policy. But most of them understand. As a result, many new advertisers wanting to build a franchise over our stations, have been able to start doing so, and are doing so now. More every day.

Instead of selling Time alone — as though the bottom were going to drop out of the industry tomorrow — let us sell the fact that in 20 short years, radio has grown up into long pants as one of the most important and powerful *selling* media known to advertising.

Let us impress upon advertising men, advertisers, and the public at large, that radio is not only an advertising medium but a *service*.

—*That it is here to stay:* long after this war is but a memory.

—And that an advertiser who makes a serious effort to build himself a postwar franchise in any radio market, is in that market for keeps if he lets us do the job the way it ought to be done for him—a *selling* job which, when the chips are down, is the only kind of a job that counts.

▪ ▪ ▪ ▪

WSYR Syracuse, **WTRY** Troy-Albany-Schenectady, **WKNE** Keene (Vermont-N. H.), **WELI** New Haven.

SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELI, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

NOTE: *The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.*

We're *not* in the t

NOTICE TO
TURKEYS
SCRAM
FKC

e turkey business...

MINNESOTA is one of the largest turkey-raising areas in the world—but WCCO, we're happy to say, hatches no programs that turn turkey.

Instead, we produce shows so popular with the people of the Northwest (who raise turkeys) that they hatch bumper flocks of prize Hooper ratings for us.

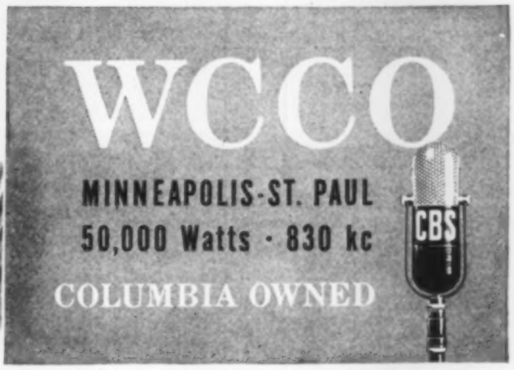
Take our *Red River Valley Gang*—locally created for local tastes—which has a 10.1 Hooper★ representing *36% of all Twin City listeners every Saturday night.* ("Outside" the Twin Cities, its share of audience is even greater. The last CBS Listener Diary credits it with 39% of *all* listening families, urban and rural, in our entire nighttime primary area of 130 counties.)

Figures like that prove how qualified WCCO's program department is to build specific shows to accomplish specific tasks for sponsors. *Red River Valley Gang* was created 31 months ago for Cargill, Inc., who sell feed to retail dealers and poultry raisers, including turkey farmers. Cargill, Inc., has sponsored it steadily ever since.

Our non-turkey record includes a lot of other outstanding local shows. *Quiz of the Twin Cities* brings its sponsoring soap-maker a 34% share of audience. Newsman *Cedric Adams,* for another soap-and-shortening manufacturer, draws 62% of the listeners at 12:30 P.M., Monday-through-Friday, with a higher Hooper than that of *any* program on *any* other Twin City station, whether day or night, local or network.★

Our business is radio and *good* programs. Whatever yours is, if you want a show that will command large audiences in the Northwest, WCCO's program department is most ready to meet the challenge. Command it through us or Radio Sales.

★So says Hooper's report for July-September, 1944



WCCO

MINNEAPOLIS-ST. PAUL
50,000 Watts · 830 kc
COLUMBIA OWNED

"Good Neighbor to the Northwest"

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

When you think of
NEW ORLEANS
you think of:
The romance of
LACE WORK BALCONIES
and
WWL
NEW ORLEANS
50,000 WATTS
The greatest selling POWER in the South's greatest city

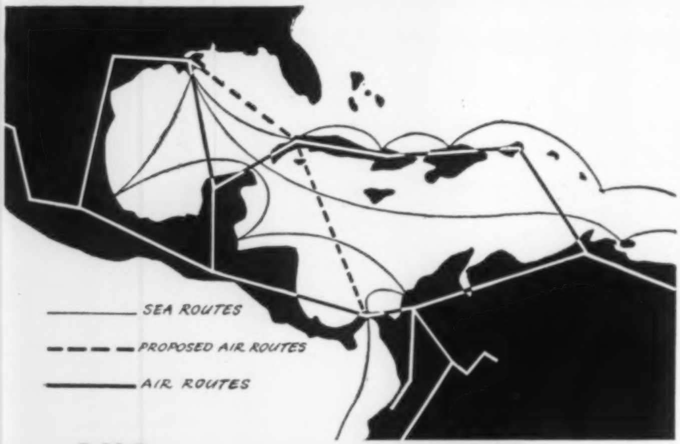
WWL Advt.
Sept. 1940

Today—

When You Think of
NEW ORLEANS

. . . You Think of

The Gateway to
Latin American Markets



. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

ARK.
MISS.
ALA.
GA.
LA.
FLA.
New Orleans
WWL—LAND

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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SOL TAISHOFF
Editor and Publisher

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CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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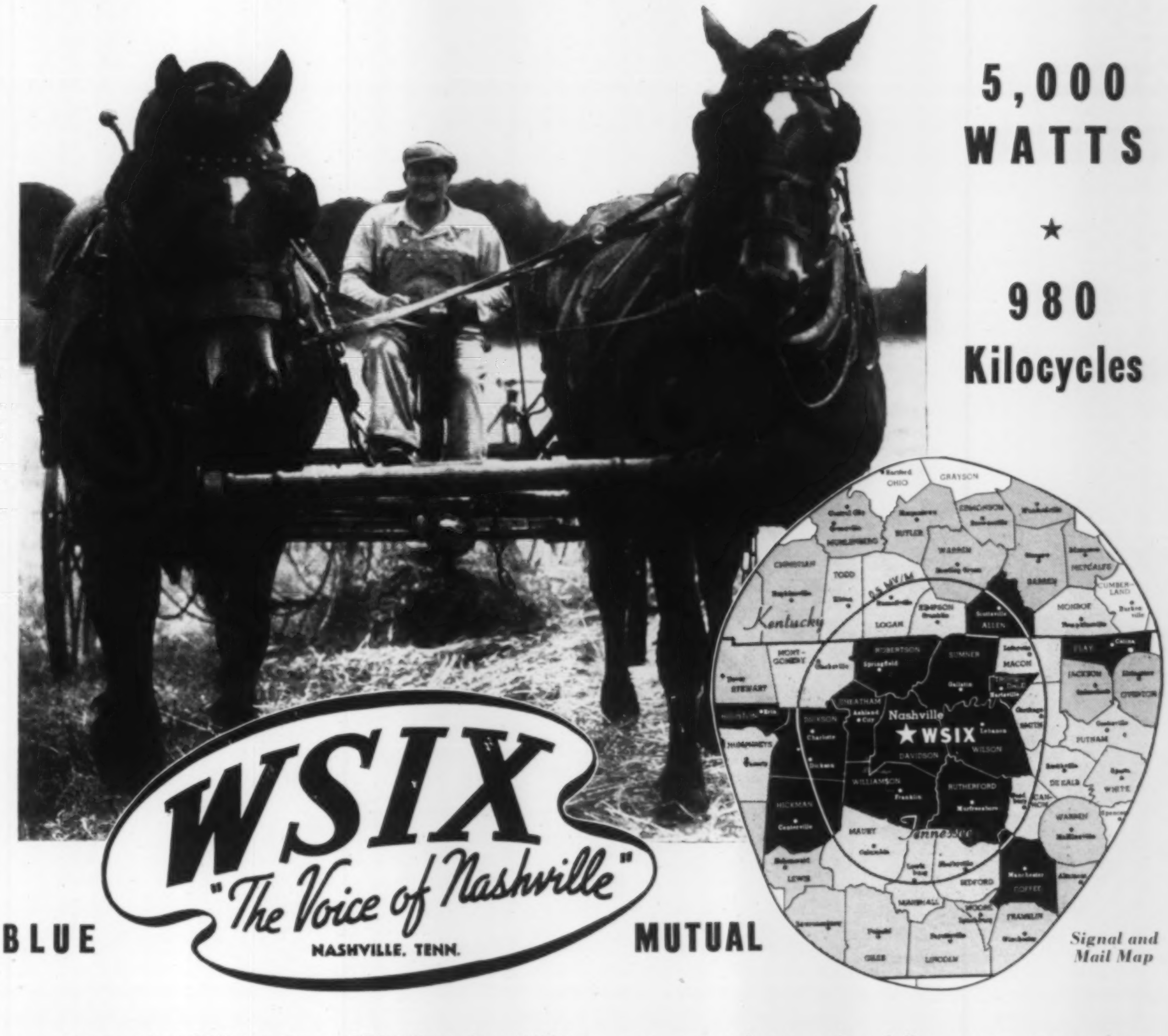
POWER to COVER the FIELD

5,000 WATTS

★

980 Kilocycles



Kentucky
Tennessee
Nashville
★ WSIX
0.1 MV/M
GRAYSON
OHIO
BUTLER
WARREN
EDMONSON
MUHLENBERG
CHRISTIAN
TODD
LOGAN
SIMPSON
ALLEN
BARREN
METCALFE
CUMBERLAND
MONROE
ROBERTSON
SUMNER
MACON
CLAY
JACKSON
OVERTON
MONTGOMERY
STEWART
HOUSTON
HUMPHREYS
DICKSON
CHEATHAM
DAVIDSON
WILSON
SMITH
PUTNAM
DE KALB
WHITE
WILLIAMSON
RUTHERFORD
HICKMAN
MAURY
WARREN
COFFEE
LEWIS
MARSHALL
BEDFORD
FRANKLIN
GILES
LINCOLN

Signal and Mail Map

BLUE **WSIX** *"The Voice of Nashville"* NASHVILLE, TENN. **MUTUAL**

Yes, with 5,000 Watts on 980 Kilocycles, WSIX gives a thorough coverage of the rich Middle Tennessee section. The survey by Ring and Clark, Consulting Engineers, shows on the map above that in addition to Middle Tennessee, 16 counties in Southern Kentucky are also included in WSIX's 0.1 MV/M signal.

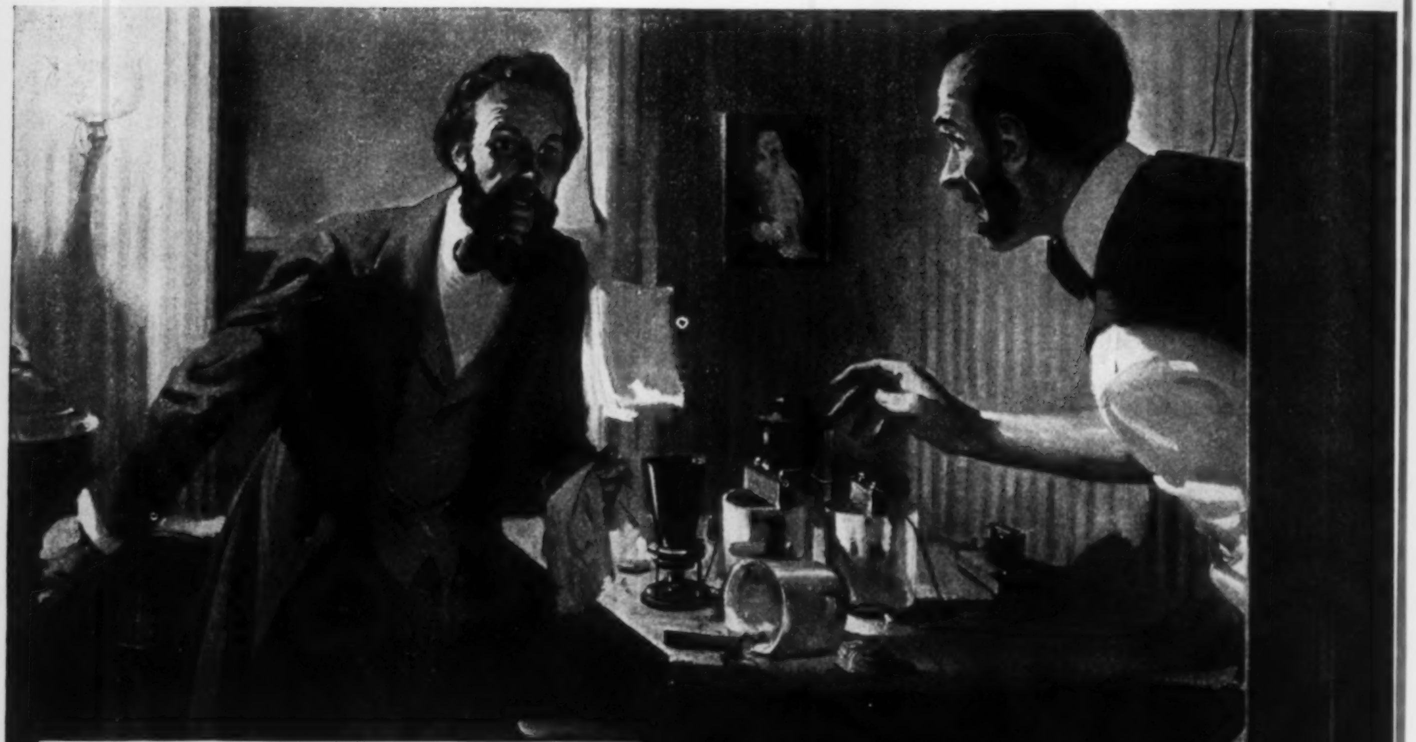
Nashville is the heart of this huge market, and in the Metropolitan area, WSIX commands such a large share of the listening audience that you are assured not only of "power to cover the field"—but of covering it most economically as well.

There is a great postwar future for this area, too, for the back-log of the Tennessee Valley in agriculture and peacetime manufacturing interests, fed by a huge supply of cheap TVA power, providing essential resources of lasting value. Yes, here is an important field, covered economically by WSIX.

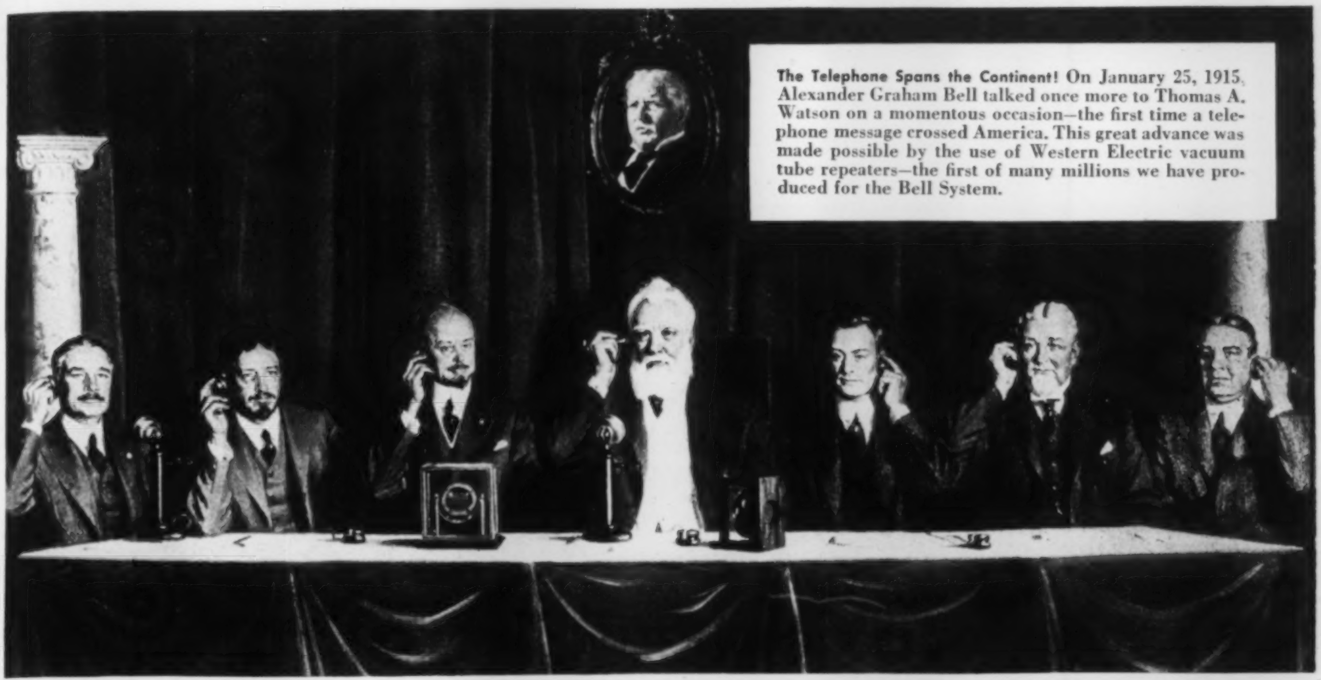
For full information, coverage map and availabilities, write or wire WSIX or

THE KATZ AGENCY, INC. *National Representatives*

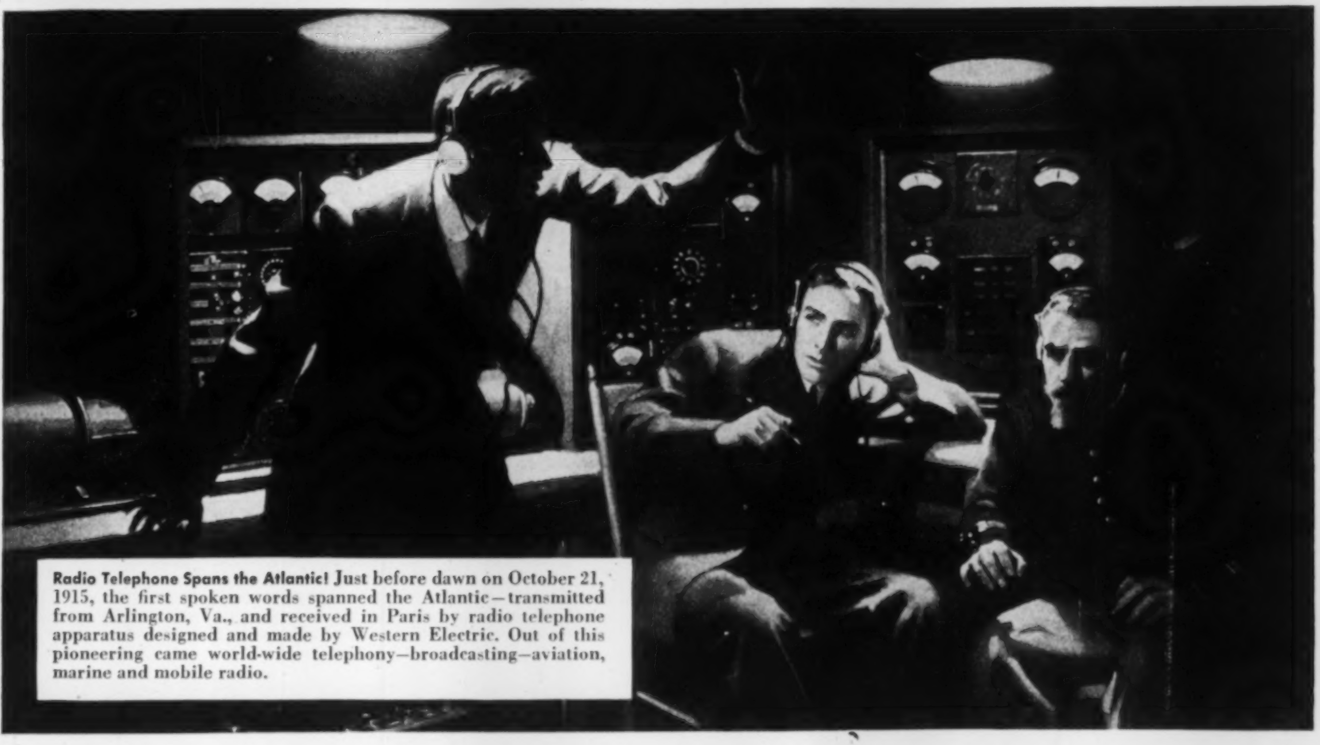
Great events in the History of COMMUNICATIONS



The Telephone Talks! "Mr. Watson, come here, I want you!"—this sentence uttered by Alexander Graham Bell on the evening of March 10, 1876, was the first ever transmitted by telephone. This great event soon led to the beginnings of the Bell Telephone System—for which Western Electric has been the manufacturer ever since 1882.



The Telephone Spans the Continent! On January 25, 1915, Alexander Graham Bell talked once more to Thomas A. Watson on a momentous occasion—the first time a telephone message crossed America. This great advance was made possible by the use of Western Electric vacuum tube repeaters—the first of many millions we have produced for the Bell System.



Radio Telephone Spans the Atlantic! Just before dawn on October 21, 1915, the first spoken words spanned the Atlantic—transmitted from Arlington, Va., and received in Paris by radio telephone apparatus designed and made by Western Electric. Out of this pioneering came world-wide telephony—broadcasting—aviation, marine and mobile radio.

EVEN BEFORE the first of these events Western Electric—founded on November 18, 1869—was making electrical communications equipment. Bell Telephone maker since '82—pioneer in radio since its beginning—the Company today is the nation's largest producer of electronic and communications apparatus for war. In the peace that's coming, count on Western Electric—with its unique 75-year experience—for continuing leadership.

During the 6th War Loan Drive, buy more Bonds than ever!

75TH ANNIVERSARY

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT

ARMY E NAVY

WALTER KIERNAN

POPULAR IN LINCOLN, NEB.

IS OPEN FOR SPONSORSHIP

ON KFOR

Especially popular in the mid-west is Blue Network's colorful commentator, Walter Kiernan. He talks and thinks like a midwesterner . . . so folks out this way like him.

This is one of the choice spots now open on KFOR, Lincoln, Nebraska Monday thru Friday, 1:00 to 1:15 p. m. A large audience and a friendly one. Ask our representative Edward Petry Co., Inc., for details.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Blue and Mutual Networks

At Deadline . . .

SECOND network forum to go on the air as a commercial, *Let's Face the Issue* will be carried starting Jan. 26 on over 200 MBS stations. Speakers will be cross-examined by members of the American Bar Assn. in whose behalf the Chesapeake & Ohio Railway Co. is sponsoring the program, using only a credit announcement. Manager is Sherman H. Dryer, radio director, Chicago U. and moderator is Leland Rex Robinson.

HENRY HOUGHTON, vice-president, Brown Co., New York, management consultant, has been named to analyze the organization, plans and policies of the Blue Network. Study will take several months.

ELECTRIC Companies advertising program appeared Friday as most likely taker for the Sunday 4:30-5 p.m. CBS spot. Final decision on shifting of Nelson Eddy from Wednesday 10:30-11 p.m. is to be made today (Monday). Agency is N. W. Ayer & Son, New York.

PILLSBURY MILLS, Minneapolis, will expand its CBS Saturday half-hour show, *Grand Central Station*, to 119 stations, adding 34 outlets. Agency is McCann-Erickson, Minneapolis.

NEW MUSICAL variety replacement for *Chesterfield Music Shop* (Liggett & Myers) on NBC was expected late last Friday. Andy Russell, Mary Ashworth and Ted Steele's orchestra are considered. Agency for the Chesterfield account is Newell-Emmett, New York.

SELLERS of SALES

NOT for me, said Ralph Cushing when his father suggested he enter the advertising field. But father persisted and took him down to meet A. L. Thomas of Lord & Thomas, Chicago. Ralph has been in advertising ever since.

He is timebuyer and account executive of Presba, Fellers & Presba, Chicago, a big step up from that first clerking job with Lord & Thomas in 1906, just after his graduation from Bowdoin College, Me.

From clerk he went to the head of the order department and from there to space buyer. The next step — partner and space buyer with Vanderhoof & Co., Chicago — was an introduction to radio.

At Vanderhoof's he bought time for Bunte Brothers Candies on WMAQ Chicago. "We had a half-hour evening musical show . . . with a 16 piece orchestra. The cost was $400 for time and talent. That advertising venture in 1927 convinced me that radio was an advertising medium that could pay if used properly."

RALPH

So Ralph stuck to radio advertising. In fact he also stuck to the Bunte account, handling it for the F. A. Robbins Co., Chicago, from 1932 on through eight years. Then he joined Presba, Fellers & Presba, Chicago, as account executive, resuming time buying for Bunte Bros. there after the death of Ed Fellers, whom he describes as "the daddy of radio advertising". He later included accounts for Olson Rug Co., Mantle Lamp Co. and Flex-O-Glass.

Having been both, Ralph can compare the job of space buyer with radio time buyer. They are much the same, he says, only a space buyer does research on magazines and newspapers while a time buyer does his research with stations.

And Ralph Cushing believes in radio advertising with real conviction. "As more information becomes available on radio stations and programs," he says, "advertisers will be able to use radio advertising in an even more intelligent manner than heretofore."

NBC BASIC NETWORK STATION

WDEL

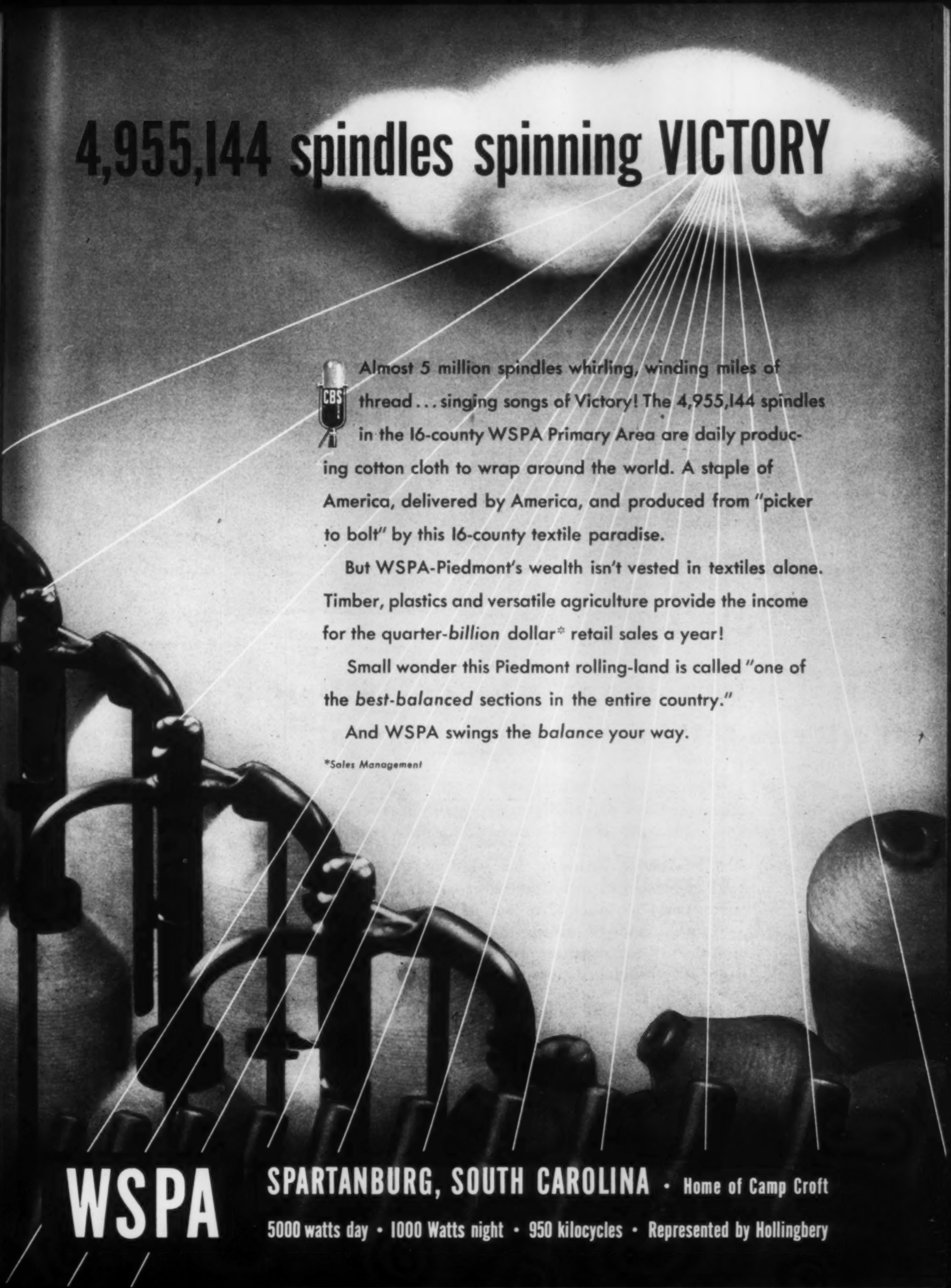
1150 KC

Wilmington, Delaware

5000 WATTS DAY & NIGHT

Sales Representative

PAUL H. RAYMER



4,955,144 spindles spinning VICTORY

Almost 5 million spindles whirling, winding miles of thread . . . singing songs of Victory! The 4,955,144 spindles in the 16-county WSPA Primary Area are daily producing cotton cloth to wrap around the world. A staple of America, delivered by America, and produced from "picker to bolt" by this 16-county textile paradise.

But WSPA-Piedmont's wealth isn't vested in textiles alone. Timber, plastics and versatile agriculture provide the income for the quarter-*billion* dollar* retail sales a year!

Small wonder this Piedmont rolling-land is called "one of the *best-balanced* sections in the entire country."

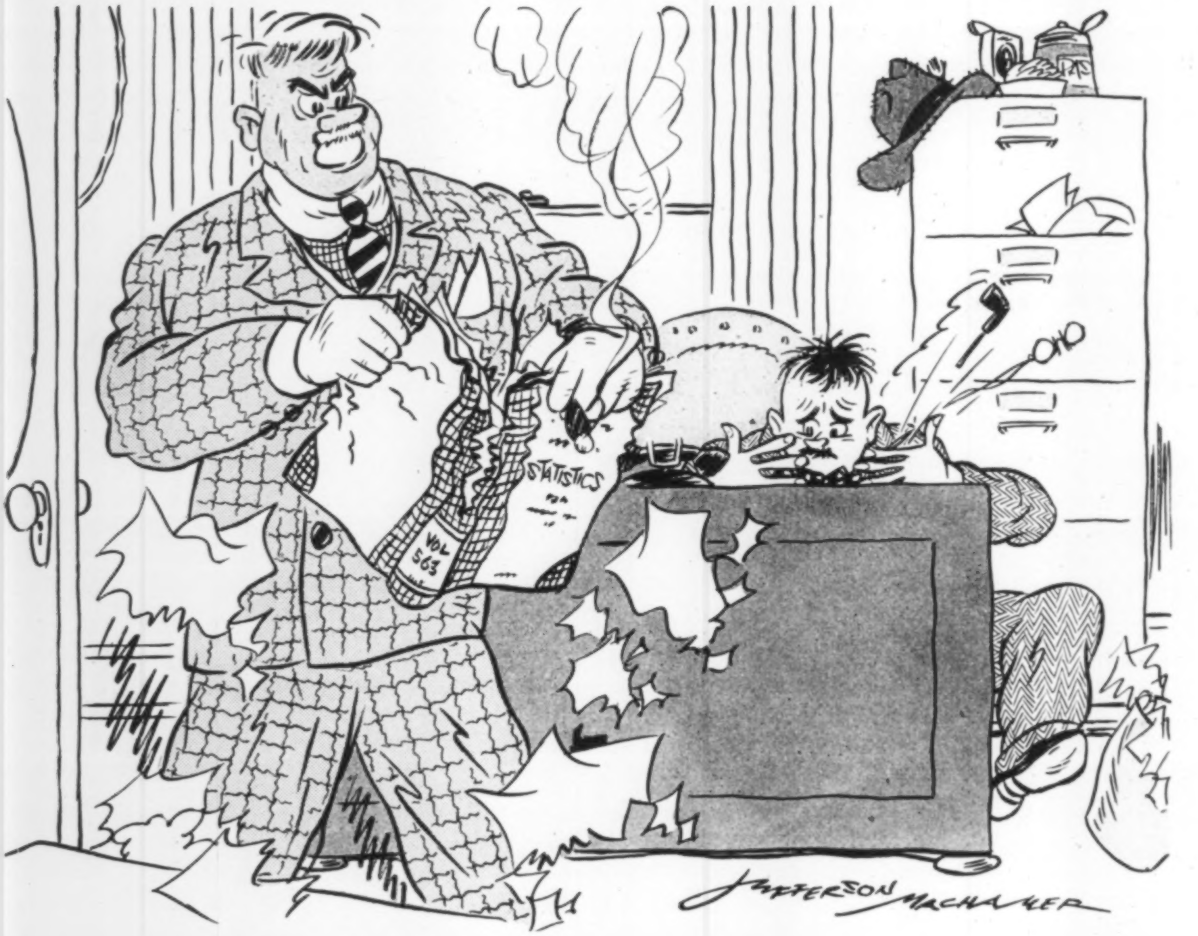
And WSPA swings the *balance* your way.

**Sales Management*

WSPA

SPARTANBURG, SOUTH CAROLINA • **Home of Camp Croft**

5000 watts day • 1000 Watts night • 950 kilocycles • Represented by Hollingbery



"Data books tell you who could listen, Thistlewaite --F&P can tell you who does listen!"

- Try as you may, it's pretty tough to sit in an office on Park or Michigan or Meridian Avenue and figure out *station values* from data books.

It takes more intimate knowledge than that. F&P *has* the knowledge from an average of seven years' contact with each of "our" stations—from dozens of trips to the scene—from personal study of each station's market, management, methods and personality.

In other words, we believe we can give you that clearer picture which seems so essential to the keenest time-buying.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Granite 3615
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 21 WASHINGTON, D. C., NOVEMBER 20, 1944 $5.00 A YEAR—15c A COPY

Porter Slated to Take FCC Post Dec. 15

Jett Nominated as Interim Chairman; Close FCC-White House Liaison

CONTINUANCE of a close liaison between the White House and the FCC was presaged with the naming last Thursday by President Roosevelt of Paul A. Porter, 40-year-old former radio attorney, wartime Government official and director of publicity of the Democratic National Committee in the successful Fourth Term campaign, as the successor to James Lawrence Fly.

Nomination of Mr. Porter to fill the unexpired seven-year term of Mr. Fly (until June 30, 1949) came but three hours after the President had designated Commissioner E. K. Jett interim chairman, to serve until Mr. Porter's confirmation by the Senate. At that time it is expected the President will designate Mr. Porter chairman. Mr. Porter is expected to take his new post about Dec. 15, assuming Senate confirmation by then.

Popular Appointment

The Porter appointment generally was supported in broadcasting and Government ranks. His name had been highlighted virtually since the beginning of reports that Mr. Fly would resign to return to private practice of law in New York. The appointment leaves one vacancy on the FCC—that created with the retirement of T. A. M. Craven last July 1 to become vice-president of the Cowles Broadcasting Co. Several names are under consideration, but it was thought the appointment might not come for some days.

The nomination of Mr. Porter and the designation of Mr. Jett as acting chairman were seen as pointed recognition by the Administration of the importance of technical radio allocations problems in the immediate offing and of the desirability of having men versed in broadcasting in policy control. For five years (1937-42) Mr. Porter was Washington counsel for CBS and is acquainted with both station and network operating and regulatory problems.

Mr. Jett, who was named to the FCC last February after having served as its chief engineer since 1938, is regarded as perhaps the best-informed man in the country on problems of allocation and engineering.

Precisely when the Senate Interstate Commerce Committee will consider the Porter nomination was in doubt last week. Chairman Wheeler (D-Mont.) is expected to return to Washington early this week and might call a committee meeting promptly. Mr. Porter, however, plans a trip to Florida for his first vacation since Pearl Harbor, probably to remain until mid-December.

Both the Jett and Porter nominations came Nov. 16—a day after Mr. Fly wound up his 15 years of Government service, the last five on the FCC. Early in the week the White House released an exchange of letters wherein the President said the former FCC chairman was on "furlough" and that he proposed to seek his help from time to time, particularly in the field of international communications. [See texts of letters on pages 59, 60].

Save for the Jett interim appointment, there were no real surprises in any of the developments—Mr. Fly's resignation and appointment as chairman of the board and general counsel of Associated Music Publishers and its subsidiary, Muzak, and Mr. Porter's nomination. All these had been speculated upon in past issues of BROADCASTING for the last several months.

FDR Letter to Jett

Announcement of Mr. Fly's appointment as chairman of the AMP board, a new post, also was made last Thursday by William B. Benton, president and owner of the AMP common stock (North American Co. owns the preferred), who said that the arrangement would give Muzak and AMP the benefit of Mr. Fly's advice on business policies as well as on legal problems. Joseph L. Weiner will continue as counsel representing Mr. Benton's interests and Muzak's interests in "subscription radio", a non-commercial FM radio project designed to compete with conventional radio supported by advertiser sponsorship. A new company—Subscription Radio Inc.—is being formed.

NEW CHAIRMAN

PAUL A. PORTER

The Porter nomination as sent to the Senate was for Commissioner, rather than Chairman. This conformed with customary procedure, since the President selects the Chairman from the Commission's qualified membership. Thus, the Jett interim appointment and the Porter nomination dispelled speculation about possible selection of

(*Continued on page 58*)

Porter Well Qualified for FCC Job

Former Publicity Head Of Democrats Fills Out Fly's Term

THE NOMINATION of Paul Aldemont Porter to the FCC was enroute to the Senate for confirmation a few minutes after the former publicity director of the Democratic National Committee had talked with the President at the White House.

While the nomination did not specify Mr. Porter's appointment to the chairmanship, a position filled directly by the President from the Commission membership without Senatorial confirmation, it was for the unexpired seven-year term of James Lawrence Fly, dating from July 1, 1942.

Actually Mr. Porter himself did not comprehend with what swiftness the White House would act in moving his nomination to Capitol Hill. As he left the White House, after a half-hour conference with Mr. Roosevelt, reporters asked him if he would be named to succeed Mr. Fly.

"I think my name will go up sometime today or tomorrow, or at least this week," Mr. Porter replied. Actually the messenger carrying his nomination must have been on his way before the nominee reached a comma in his sentence. Beyond this brief statement, he had nothing further to report, except to state he and the President devoted most of their discussion to "the electoral college".

Mr. Porter's 11-year Washington career has been a busy one. He served three months with the Agricultural Adjustment Administration in 1933, succeeding then to the directorship of the press section, Department of Agriculture. In 1937 he joined CBS as Washington attorney and assistant to Capt. Harry C. Butcher, then CBS vice-president and now Naval aide to General Eisenhower. He took leave in 1940 to assist Chester Davis in the National Defense Council. He returned to CBS in 1942, subsequently to resign on March 15, 1942 and become deputy administrator, Office of Price Administration; Associate War Food Administrator under Marvin Jones; and assistant director of Economic Stabilization under Judge Vinson.

Throughout these experiences,

(*Continued on page 60*)

NAB Audience Bureau Given $75,000

Plan Expected to Be Under Way About First of Year

By FLORENCE SMALL

FORMATION of the Broadcast Measurement Bureau was assured when the NAB Board of Directors, meeting in Chicago last week, appropriated $75,000 to get the new radio circulation plan under way about Jan. 1.

At its meeting Tuesday and Wednesday in the Stevens Hotel the NAB Board formally approved creation of the BMB, which already had been passed by the boards of the American Assn. of Advertising Agencies and the Assn. of National Advertisers. A joint committee of the three groups, meeting in New York Nov. 11, reviewed proposed articles of incorporation and bylaws, [BROADCASTING, Nov. 13]. As soon as the drafts are completed copies will be given the NAB Board and boards of the AAAA and ANA for final approval.

Board of 15

Under the proposed setup five members of each of the three participating organizations will serve on the board of the bureau. Terms will be for three years each, first appointments to be staggered. On important matters a majority vote of each of the participating agencies is necessary but on routine affairs a majority vote of a quorum, which is placed at 9, will pass any issue.

In appropriating the $75,000, which was estimated as the initial outlay for the first year's operation, the NAB Board pointed out that it is lending the money to the BMB, to be returned after the Bureau becomes operative and self-sustaining.

BMB will be supported by subscriptions from stations, advertisers and agencies, which wish to subscribe to the service. The NAB will contact every station in the country, including nonmembers as well as members, according to Hugh Feltis of KFAB Lincoln, NAB director and chairman of the Board's subcommittee to study the measurement plan.

A director of information for the BMB, yet to be appointed, will attend all NAB district meetings scheduled for January and February to explain the measurement bureau. Managers of all stations will be invited to attend the district meetings so they may get first-hand information about the bureau.

Also attending the district meetings will be a member of the NAB Research Committee, a representative of the network station relations group, one from the AAAA Timebuyers Committee and a member of the NAB Sales Managers Executive Committee.

Overall cost of the BMB survey has been estimated at $1 per ballot or an aggregate of $1,000,000 per study every other year. Cost to individual stations will depend on the number of mentions a station receives on ballots returned.

The NAB has retained Dr. Raymond Franzen, New York Research Consultant; Dr. George Gallup, president of the Institute of Public Opinion and Dr. Paul F. Lazersfeld, Bureau of Applied Research, Columbia U., to study sample requirements for the survey. A final report is expected shortly.

Representing the NAB in preliminary organization will be the following: J. Harold Ryan, president; Dr. Frank Stanton, vice-president, CBS New York; Frank M. Russell, NBC Washington vice-president; Roger W. Clipp, WFIL Philadelphia, chairman of the NAB Research Committee; Mr. Feltis. At the next NAB membership meeting it is proposed to elect the five NAB directors of BMB.

During the board meeting in Chicago Mr. Feltis addressed the Chicago Radio Management Corp. on the proposed BMB. Also attending the meeting was Paul F. Peter, NAB Research Director, who has been a guiding light in the broadcast measurement plan, and members of the NAB board.

A joint meeting of the NAB, AAAA and ANA representatives to the BMB will be held in the near future to approve articles of incorporation and bylaws and to select headquarters in New York. That group also is expected to employ a managing director of the bureau, a director of research, a director of information and office personnel.

Creation of a broadcast measurement plan as outlined by the Research Committee and the board's subcommittee was unanimously adopted by the members at the NAB Executives War Conference in Chicago last August [BROADCASTING, Sept. 4].

Joint Audience Bureau Plan Given Good ANA Reception

Early Agreement on Final Details Is Sought; Study of Increased ARFA Scale Projected

PLANS for immediate establishment of a broadcasting measurement bureau as outlined at a meeting of the three sponsoring organizations, NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies in New York on Nov. 11 and as approved by the NAB Board of Directors in its meeting in Chicago Nov. 14-15, were presented to the 35th annual meeting of the ANA, held Nov. 15-17 at the Biltmore Hotel, New York.

D. B. Stetler, advertising manager, Standard Brands, and chairman of the ANA Radio Committee, read to several hundred ANA members a wire from Hugh Feltis, manager, KFAB Lincoln, reporting that the NAB board had unanimously approved a $75,000 budget to underwrite the first year's maintenance of the bureau's headquarters in New York, which the NAB hopes can begin operations with a full staff the first of the year.

Committee Named

Mr. Feltis, reporting by telegram as the extended NAB board meeting prevented his scheduled personal appearance before the ANA convention, said a five-man committee had been appointed "with power to act and to negotiate with ANA and AAAA and incorporate the bureau. This same committee will be representatives of the NAB board on the board of directors of the bureau." Members are J. Harold Ryan, NAB president; Frank Stanton, CBS vice-president; Frank Russell, NBC vice-president; Roger Clipp, manager, WFIL Philadelphia, and Mr. Feltis.

Stating that this group would like to meet as quickly as possible with similar committees of the ANA and AAAA to work out a final draft of the articles of incorporation and to select the bureau personnel, Mr. Feltis said the NAB board had approved plans for a two-month series of district meetings across the country to get under way early in January, with all broadcasters in the country invited to attend and be solicited for subscriptions to the bureau.

This report was well received by the ANA members, to whom Mr. Stetler also outlined briefly the proposed plan of the bureau, which he said has been endorsed by the ANA and the AAAA. Plan was also discussed briefly at a radio roundtable session, at which a Canadian delegate reported on the successful operation of a similar plan already in operation in that country.

Mr. Stetler also mentioned the recently concluded AFRA commercial agreement calling for a 10% increase in talent fees subject to War Labor Board approval, and said the ANA Radio Committee plans to make a thorough study of the entire field of the employment of radio artists before the expiration of this new contract two years hence.

Recent expansion of the CAB reports on radio listening to include regular interviews on 81 American cities instead of the former 33 was discussed at the round

(*Continued on page 57*)

Engineer Attacks New FM Service

Pulse Modulation Explained At RMA-IRE Meeting

CHARGING that the "claims of high-fidelity have no practical value" and that FM is being pushed as a new service to permit manufacturers to make more sets, Sarkes Tarzian, Bloomington, Ind., consulting engineer, threw into an uproar the annual fall meeting of the Radio Manufacturers' Assn. engineering divison and the Institute of Radio Engineers, held last Monday in Rochester.

He read a paper on FM, claiming that the new service "allows the FCC to grant more station licenses and thereby increases its ability to relieve political pressure from influential people who want to get into this broadcasting business". His paper was titled "Unpublished Facts About FM". He asserted that FM for general broadcasting is not economical and contended AM is far superior in that respect. Mr. Tarzian told the RMA and IRE that a standard receiver costing $16.95 would equal the performance of a low-priced $60 FM set.

Armstrong Replies

Taking issue with Mr. Tarzian were several engineers and manufacturers, including Maj. Edwin H. Armstrong, inventor of FM, who sent a telegram after receiving an advance copy of the talk; and Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson Co.

Elmer W. Engstrom, research director of RCA Labs., speaking at the opening session Monday morning, predicted that television would go into early postwar production and provide a vast new industry for employment, if allowed leeway by the Government for production and distribution.

Speaking at the closing session Tuesday afternoon, E. Labin of the

(*Continued on page 56*)

ANA OFFICIALS

ASSN. of National Advertisers annual election meeting reelected Paul B. West, president for the twelfth time. Charles C. Carr, director of public relations and advertising manager, Aluminum Co. of America, was elected chairman of the board; J. P. Miller, vice-president, Pet Milk Sales Corp. and Paul S. Ellison, advertising director, Sylvania Electric Products, were reelected and elected respectively as vice chairmen.

New directors chosen were: Robert B. Brown, Bristol-Myers Co.; Ralph Winslow, Libby-Owens-Ford Glass Co.; William Connolly, S. C. Johnson & Son; D. H. Odell, General Motors Corp.; W. B. Potter, Eastman Kodak Co. Hugh Hitchcock, Packard Motor Co. and D. B. Statler, Standard Brands, were reelected as directors.

Petrillo Victory Seen Affecting Stations

RCA-CBC Agreement on Fees Leaves Only Platter-Turning Issue Unsolved

By BRUCE ROBERTSON

Text of AFM contract with recording firms page 20; text of Columbia Recording Corp. wire to Judge Vinson page 22; text of RCA announcement page 22; text of AFM announcement page 24; press reaction page 30.

WITH THE American Federation of Musicians riding high following the weekend capitulation of Columbia Recording Corp., RCA Victor Division of RCA and NBC Radio Recording Division to the royalty demands of President James C. Petrillo, the entertainment world last week wondered where the AFM lightning would strike next.

Acceptance of the Petrillo demands under virtual duress came after the companies, which had held out for more than a year while their competitors kept recording equipment humming, had despaired of promised Government intercession. Many Victor and Columbia top artists had sought to or did terminate their recording contracts with those companies because of the "strike" and the alternative was to sign or go out of business.

Another Conquest

In radio circles, the "agreement" was interpreted as another Petrillo conquest, giving him the power to block transcription library service to "unfair" stations, just as he has stopped network service to recalcitrant affiliates which have not retained staff orchestras. The effort of AFM to unionize all platter-turners at stations, it is felt, would give to the AFM president all the authority necessary completely to control performance of all music —live or recorded—over the air.

Musical recording was resumed by the companies promptly upon signing of the agreements, containing even more onerous clauses than those accepted by some 110 recording companies and units, large and small. It brought to an end the Petrillo-invoked strike in force since Aug. 1, 1942, and kept in force in the face of entreaties from President Roosevelt, the National War Labor Board, high government officials identified with the war effort, and members of Congress.

Hailed by Mr. Petrillo, AFM president, as "the greatest victory for a labor organization in the history of the labor movement," the inclusion of these companies among the payees will provide some $4,000,000 extra revenue for the union, he estimated. Fees on phonograph records range from a quarter of a cent on records retailing at 35 cents to 2½% of the retail price of records priced at $2 or more. On library transcriptions the fee is set at 3% of the gross revenue from "sale, lease, license or other disposition." Spot announcement transcriptions also carry a 3% fee to the AFM, but commercial transcriptions, used only once, are not taxed at all.

Based on the contract signed Sept. 30, 1943, with Decca Records, first acceptance of the direct payment principle, the contracts of RCA, CRC and NBC include extra clauses which practically put them at the mercy of the AFM by making all individual contracts with musicians dependent upon the continuance of the basic contracts with the union. If the AFM should strike against them, or if for any other reason the musicians are prevented from working for RCA, CRC or NBC, the musicians "shall be free to accept and engage in other employment".

This clause was added, Mr. Petrillo stated, because musicians under exclusive contract to RCA and CRC had been unable to make recordings since the union inaugurated its strike Aug. 1, 1942. He declared that this shall not happen again and that in the event of a strike the artists' individual contracts will automatically expire.

That another strike is not unlikely was made plain by the union leader's statement which gloatingly praises the AFM as "the first labor organization to receive agreements whereby employers pay money direct to the organization for the employment of musicians over and above what they pay for the actual work done by the musicians in the making of recordings."

Denouncing the companies for displaying in their dealings with the AFM "bitterness, unfairness, injustice, trickery and reactionism which would do justice to the slave owners of pre-Civil war days," Mr. Petrillo declared that the AFM "expects that the companies will change their past course of conduct and deal honorably and justly with the AFM and its members. If they fail to do so, the AFM will not hesitate to break off relations with these companies and leave them to die by their own nefarious schemes."

This language would seem to be broad enough to cover almost any event displeasing to the union, including that of refusing to allow musicians to work for a transcription company serving a station considered "unfair" by the AFM. At one stage of negotiations between the recording companies and the union, Mr. Petrillo offered to withdraw his ban if the transcription firms would include such a provision in their contracts with stations, the offer being rejected when the companies' attorneys declared it an illegal as well as a bad business practice.

With network affiliates, Mr. Petrillo has the power to withdraw all musicians from the entire network as a means of forcing a settlement of a local dispute between a station and the local union, but he has heretofore lacked such a weapon against the stations not affiliated with network.

Five-Hour Session

Contracts were signed on Nov. 11 at AFM headquarters in New York, following a five-hour session which Mr. Petrillo said had been devoted almost entirely to arguments by the attorneys over the language of the contracts. Meeting had been called, he said, when he had received a long distance phone call from Niles Trammell, NBC president, informing him that the companies were ready to accept the union's terms. Contracts were signed by Edward Wallerstein, president, CRC; James W. Murray, general manager of RCA victor record activities, and C. Lloyd Egner, NBC vice-president in charge of radio recording. All recording contracts, including the new ones, expire Dec. 31, 1947.

History of the attempts of the companies to secure Government cooperation in settling the musicians' strike is recited in a bitter telegram sent by Mr. Wallerstein to Judge Fred M. Vinson, to whom the President referred the matter when Mr. Petrillo refused his request to call off the strike.

"The economic pressures on us are such that we can wait no longer and must now either sign or go out of business," Mr. Wallerstein said, blaming "the Government's unwillingness or incapacity to enforce its orders" for the companies' acceptance of a principle they had resisted for more than 27 months.

Mr. Murray similarly stated: "In view of Mr. Petrillo's decision not to accept the order of the War Labor Board and the request of the President to obey the Board's order, we had no alternative but to meet the demands of Mr. Petrillo that we make direct payments to the union's treasury or to abandon our record business, which would have resulted in losses to the public, our employees and artists, our dealers and stockholders."

Big Fund

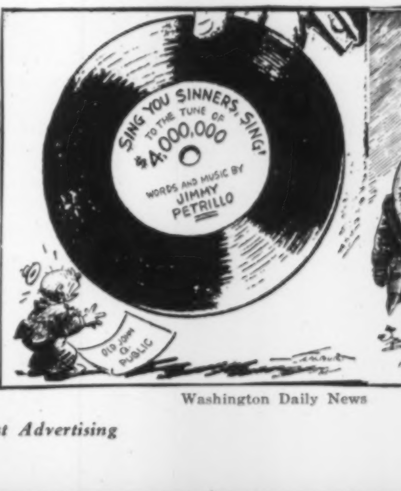
Stating that the AFM in the last year has collected $115,000 in fees on new recordings made by the more than 110 companies who have signed up during that time, Mr. Petrillo said that the union will wait until it has about $2,000,000 in the special fund in which these payments are segregated, and then the AFM national convention will determine how the money can best be used to give employment to musicians "put out of work by the records we are making" and to promote musical culture. He suggested that a possible decision might be to establish orchestras in cities without them and to give work to elderly and other unemployed musicians.

Mr. Petrillo estimated that before the union first invoked its ban on recordings, the annual production of phonograph records had been about 130,000,000, but that the present boom in records might boost that total to as high as 300,000,000 a year. He stated that some months ago he had been approached by David Sarnoff, RCA president, and William S. Paley, CBS president, and offered a flat sum of $200,000 a year in place of the sliding scale, but that he had flatly rejected the offer.

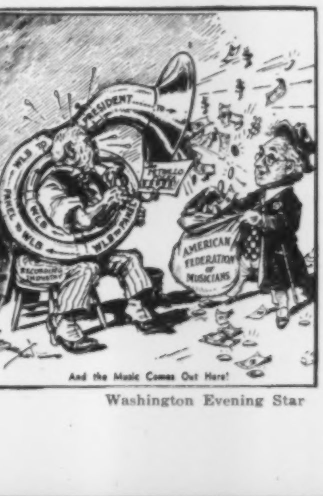
One industry executive observed last week that in making it impossible for RCA and CRC to resist the union and still keep their artists under contract, Mr. Petrillo had almost automatically provided for a united industry front against any future AFM demands. Since these companies cannot stay out of any agreement accepted by others without committing economic suicide, it was pointed out, they will join with the others in getting the best terms for all. Therefore, Mr. Petrillo will lose his ability to use

(Continued on page 56)

HOW THE CARTOONISTS SEE IT



Washington Daily News


PRESIDENT
WLB
PANEL
WLB
RECORDING INDUSTRY
PETRILLO
AMERICAN FEDERATION OF MUSICIANS
And the Music Comes Out Here!

Washington Evening Star

NAB-FCC Lawyers Agree On Redraft of Sponsor Rule

Proposed Regulation Eliminates 'Paid For' Clause; Filing Date Moved to Nov. 21

A REVISED draft of a proposed FCC regulation requiring full sponsor identity under Sec. 317 of the Communications Act will be submitted to the Commission by its Law Dept., the NAB disclosed last week.

Meanwhile the FCC, for the second time in a fortnight, granted a request of the NAB to extend the date for filing for oral argument to Nov. 21. Although argument is set for Nov. 27, as BROADCASTING went to press no requests for appearances were on record, except that of N. L. Royster, manager of WOLS Florence, S. C., who probably will withdraw the request, according to NAB officials.

Objections Should Be Filed

Robert T. Bartley, NAB Director of Government Relations, this week will send out copies of the proposed regulation (see text this page), together with an explanation of its purposes. The NAB pointed out that the draft was agreed upon following conferences between the FCC Law Dept. and NAB representatives. Harry Plotkin, FCC assistant general counsel and chief of the Litigation Section, led discussions for the Commission staff, and Philip G. Loucks, Washington attorney retained as special counsel by the NAB, headed the broadcasters.

Should there by any part of the proposed regulation not agreeable to broadcasters, the NAB urged them to request oral argument or to file briefs. Suggestions for the proposed regulation were received from 96 broadcasters. Although half or more indicated a need for a regulation interpreting Sec. 317, the majority opposed a provision of the original draft under which commercially sponsored programs would be required to carry the announcement that the program in question was "paid for" by the sponsoring individual, organization or corporation.

Subsection (e) of the revised draft, it was felt, meets the objections by requiring that "in the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product shall be deemed sufficient" and only "one such announcement need be made at any time during the course of the program."

Mr. Loucks pointed out that the new provision eliminates the question as to whether chain-break announcements required the additional sponsor identity the original draft appeared to specify. Although all suggestions submitted by NAB members could not be embodied in the regulation, it was felt that the revised version would be a better regulation than that proposed originally by the Commission and still would serve as a protection to broadcasters against organizations desiring to get free time without identity.

One of the most ticklish problems was the section relating to political broadcasts. The new subsection (b) requires that all material used in connection with a political broadcast or a program involving controversial issues shall be properly identified as to source. For example, when the NAM, CIO or any other organization furnishes transcribed programs, in which the views of the particular organization are expressed on controversial questions, the name of the party furnishing the transcriptions must be made known even though the program is broadcast as a sustainer.

"This regulation is broad in its application," said Mr. Loucks, "but it aims to prevent political parties or organizations seeking to promote a particular idea or philosophy from cloaking its propaganda with the prestige of the particular station making the broadcast, and from leading the public to believe that such idea or philosophy is that of the station rather than of the particular party or organization which supplied the program material."

The NAB pointed out that the revised regulation still must be considered and adopted by the Commission before it becomes operative. Its application may reveal the necessity for some changes. In such cases the NAB "will not hesitate to seek such changes by proper methods," said Mr. Bartley.

No further appearance is contemplated by the NAB, although it was stressed that any member not satisfied with the revised regulation should make his objections known to the Commission before the close of business Nov. 21.

Following is text of the proposed revised FCC regulation governing sponsor identity:

Section — Sponsored Programs, Announcement of:

(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues in which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; *provided*, however, that only one such announcement need be made either at the beginning or the conclusion of any such program of five minutes' duration or less.

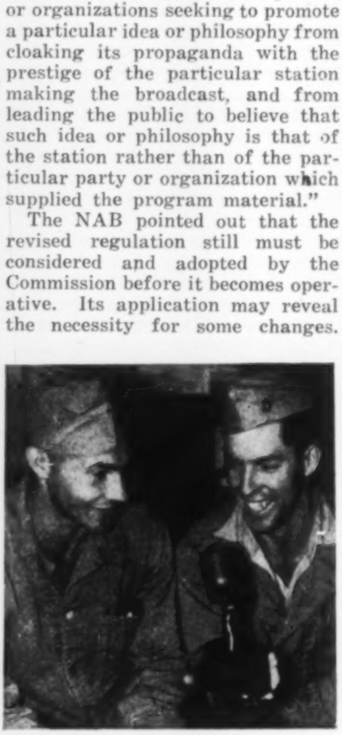
(c) The announcement required by this Section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a committee, association or other unincorporated group, the announcement required by this Section, shall disclose the name of such committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the Board of Directors of the committee, association or other incorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this Section and only one such announcement need be made at any time during the course of the program.

College Award Plan

SCHOOL of Business & Civic Administration, College of the City of New York, is organizing a committee to establish awards for excellence in business, advertising and radio, the results to be announced at a Conference on Radio and Business to be held early in 1945. Dr. John G. Peatman, director of the Office of Research, Radio Division, CCNY, will serve as chairman of the committee, which will set up the categories and select winners.



FIRST CHRISTMAS greetings from the field are these being film recorded by Marine Sgt. Vincent Lonergan (r), formerly of the Head of the Lakes Broadcasting Co., Duluth. He is interviewing Pfc. Howard B. Snow of St. Paul. Sgt. Lonergan and Sgt. Arthur King of WEEI Boston have just sent back 15 hours of "Joe Blow" greetings to be followed by similar recordings from Marines throughout the Pacific. They will be offered stations all over the country through 1st. Lt. James Hurlbut, radio section, USMC Public Relations, who planned the discs.

NATIONAL ASSOCIATION OF BROADCASTERS
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
ASSOCIATION OF NATIONAL ADVERTISERS
BROADCAST MEASUREMENT BUREAU

ADMIRING EMBLEM of the Broadcast Measurement Bureau formally approved last week by the NAB Board of Directors (see story on page 14), are Frank M. Russell (l), NBC Washington vice-president, and Hugh M. Feltis, KFAB Lincoln, chairman of the Board subcommittee which worked with the research Committee and the AAAA and ANA. Messrs. Russell and Feltis were elected to represent the NAB on the BMB board, along with J. Harold Ryan, NAB president; Roger W. Clipp, WFIL Philadelphia, and Dr. Frank Stanton, CBS vice-president. The emblem was designed on a tablecloth by Frederic R. Gamble, managing director, AAAA, and Paul B. West, ANA president, during a luncheon.

Boake Carter

BOAKE CARTER, 46, Mutual commentator, died at Hollywood Presbyterian Hospital Nov. 16 following a stroke suffered shortly after his daily broadcast keyed from KHJ Los Angeles. He entered the hospital after complaining of back pains and feeling ill.

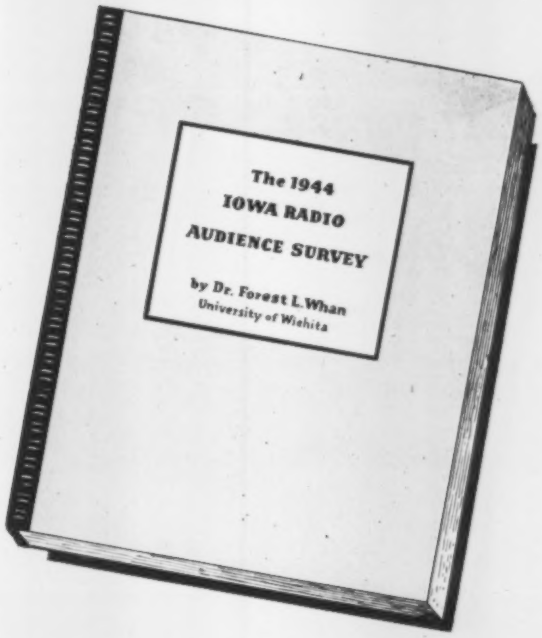
Born in Baku, South Russia, of English-Welsh-Irish descent, Mr. Carter, whose father was in the British consular service, came to the U. S. in 1920. During World War I he served in the RAF. Boake Carter got his radio start during the Lindbergh kidnapping trial, when as a reporter on the *Philadelphia Daily News* he got a chance to broadcast from the scene of the trial. Shortly after his outstanding job in connection with the Lindbergh story, Philco Radio & Television Corp. signed him and he was later rated one of America's top commentators.

Mr. Carter was sponsored on CBS from Jan. 1932 to Feb. 13, 1938 by Philco. In August 1940, after a cross-country lecture tour, Mr. Carter began his daily broadcasts from WOR New York on Mutual, first sustaining, later locally sponsored. In addition to local sponsors—there are 95 for the current Monday through Friday 12 noon to 12:15 p.m. spot—Mr. Carter was sponsored by Carey Salt Co., from Jan. to June 1944 and at other times by Chef-Boy-Ar-Dee Quality Foods Inc., from May 1943 to July 1944.

Last Friday's broadcast was handled from KFEL Denver by his sister, Sheelah, formerly heard regularly on Mutual. All commercials were to be omitted.

Surviving in addition to his second wife, are a son Michael, 12 and a married daughter, Gwladys Sheelah Wallace, 20.

For AGENCIES and ADVERTISERS Who Want FACTS–



This Free Book Tells Everything about Iowa Radio Listening Habits and Preferences

Earlier this year, a staff of specialists, headed by Dr. Forest L. Whan, conducted a modern survey among Iowa families, asking 18 multiple-choice questions scientifically designed to check and cross-check their radio listening habits, preferences and criticisms.

The result is compiled into the 1944 Iowa Radio Audience Survey—the most up-to-date, authentic and enlightening radio study for this area available to the merchandising and advertising industry.

With this Study, any fact-minded person can quickly secure a more accurate picture of Iowa radio than could be gained by any amount of personal research, observation, or intuition.

A copy is yours for the asking—free. The edition is limited. Use the coupon—or ask Free & Peters.

THE 1944 IOWA RADIO AUDIENCE SURVEY COVERS ALL THESE SUBJECTS:

1. Stations Named As "Listened-to-Most"—By all Families
2. Stations Listened-to-Most—By Urban, Village, Farm Families
3. Stations Named as "Heard Regularly"—By All Families
4. Stations Heard Regularly—By Urban, Village, Farm Families
5. Ratio of Listenership Between Stations Named as "Listened-to-Most" and as "Heard Regularly"
6. "Listened-to-Most" vs. "Heard Regularly" Ratings and Newscast Popularity
7. 5-Year Trend in Favorite Station Preference
8. Breakdowns Showing Why Iowa People Prefer Various Iowa Stations
9. Stations Preferred for Newscasts—Farm Newscasts—Farm News Editors
10. Weekday Listening—Average Audience Per Hour, and Per Half-Hour, 5:00 a.m. through 1 a.m.—By Urban, Village, Farm
11. Effect of Sex on Composition of Audience, Weekdays, 5.00 a.m. through 1:00 a.m.—By Urban, Village, Farm
12. Number of Separate Times Adults Use Radio During Day
13. Total Time Spent With Radio, Weekdays, By Men, Women—By Urban, Village, Farm
14. Branches of Radio Criticized by Iowa Adults
15. Percentage of Adults Who Want Programs Not Now Available—Urban, Village, Farm
16. Hours at Which Presently Unavailable Programs Are Wanted—Men and Women—Urban, Village, Farm
17. Newspapers vs. Radio as Source of News
18. Best-liked Specific Programs
19. Effect of Age, Education, Place of Residence on Program Selection
20. 5-Year Trends in Best-liked Program Materials

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, *President* **J. O. Maland, *Manager***

FREE & PETERS, Inc. . . National Representatives

Station WHO
Des Moines 7, Iowa
Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name ....
Company ....
Street ....
City .... **State** ....

A Magic Carpet to Thrilling Experiences In Far Places Among Strange People

STAND BY FOR ADVENTURE

A cast of distinguished actors re-creates the art of good story telling . . . spinning tales of exciting happenings experienced by four friends—a South American scientist, a retired Army officer, a newspaperman, and a merchant skipper. 78 quarter-hours for broadcast once or twice weekly. Scripts by a "panel" of expert writers . . . superbly produced . . . *Stand By for Adventure* is a program with great family appeal—is ideally suited for sponsorship in a wide variety of business fields. Send *today* for new audition records.

★ TYPICAL TITLES ★

As told by DR. AVILLO:
The Flame Spirit . . . The Secret of the Sea . . . The Missing Factor . . . The Face and the Rose.

As told by MAJOR GORDON:
The Man Who Didn't Sleep . . . The Hunter and the Beast . . . The Man Who Hated Birthdays . . . Even in Death.

As told by RICHARD MOORE:
The Lipstick Case . . . Doll Death . . . Death is My Cell Mate . . . Desert Adventure . . . The Careless Man.

As told by CAPT. QUIGLEY:
The Saga of Josephine . . . Home from the War . . . The Mermaid and the Bookworm . . . The Cultured Monster.

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

NEVER A DULL MOMENT on
WHDH
BOSTON'S BLUE NETWORK Plus STATION
BOSTON'S Banner RADIO BUY!

National Sales Representatives • SPOT SALES, INC., New York • Chicago • San Francisco

All Television Interests, Public Invited To View Art at First TBA Conference

HAILED as the first nationwide television assembly to be held, the first annual conference of the Television Broadcasters Assn., scheduled for Dec. 11-12 at the Hotel Commodore, New York, will cover all phases of video, with talks by industry leaders on engineering, programming and advertising.

Representatives of newspapers, agencies, motion picture companies, equipment manufacturers, radio talent and the general public have been invited to attend, to obtain an all-around view of the problems and promises of telecasting. Jack R. Popelle, chief engineer of WOR New York, will be conference chairman.

Baker Opens Conference

Dr. W. R. G. Baker, vice-president in charge of electronics of General Electric Co., and chairman of the Radio Technical Planning Board, and E. W. Engstrom, research director of RCA Labs., Princeton, open the general session at 10 a.m. Monday, with talks on "New Horizons in Television". Programming will be covered by John F. Royal, NBC vice-president in charge of television; Robert L. Gibson, TBA director, and assistant to the vice-president in charge of advertising and publicity, General Electric Co., and Thomas H. Hutchinson, in charge of production, RKO Television Corp. Harold S. Osborn, chief engineer, AT&T, will speak on television networks at the same session.

Luncheon will be followed by panel meetings conducted by representatives of various industries—manufacturers, C. A. Priest, GE; broadcasters, Samuel H. Cuff, Allen B. DuMont Labs; program producers, Mr. Hutchinson; agencies, William H. Weintraub, president of the agency bearing his name; newspapers, Clifford Denten, *N. Y. Daily News*; theatres and motion pictures, Paul Larsen, Society of Motion Picture Engineers; Talent, William Morris, head of the Morris talent agency.

Following a cocktail party given by NBC, Philco Corp. and GE, operators of the first television network, will be a banquet at which those who have contributed to television will receive awards of merit from a committee headed by Paul Raibourn, TBA director and president of Television Production Inc., a subsidiary of Paramount Pictures. Several receivers will be installed so guests may view special programs telecast by New York's three stations.

Dr. Alfred N. Goldsmith, consulting engineer and RTPB vice-chairman, on Tuesday morning will lead a roundtable discussion by technical experts, including O. B. Hanson, NBC; Allen B. DuMont, TBA president and head of DuMont Labs.; Dr. C. B. Jolliffe, chief engineer, RCA Victor Division; F. J. Bingley, Philco; J. E. Keister, GE; Harry Lubcke, Don Lee Network; Mr. Poppele; A. H. Brolly, Balaban & Katz; Klaus Landsberg, Television Productions Inc.

Open only to TBA members, the annual meeting of the association will be held Tuesday afternoon, the rest of the day to be spent in visiting local television stations. Conferees are invited to stop at WRGB, GE's station in Schenectady enroute home.

CAB EXTENDS DATA ON LOCAL TRENDS

NEW SERIES of bi-monthly reports covering local listening in 81 cities and to some 300 radio stations has been announced by the Cooperative Analysis of Broadcasting. Each report will be based on 1,000,000 interviews and will give a comparison of the total volume of listening in each city with the other 80 and with a national average, as well as a breakdown of listening by stations in each city.

When reports are a year old they will include a seasonal comparison for each city and a seasonal trend of listening to each station. Reports are made possible by expansion to 81 cities of 50,000 or more population, which increased the CAB calls to 6,000,000 a year. These bi-monthly reports, reflecting listening trends by three-hour periods for a cross-section of the country's city dwellers, should be of particular interest to national spot advertisers and agency timebuyers, the CAB said.

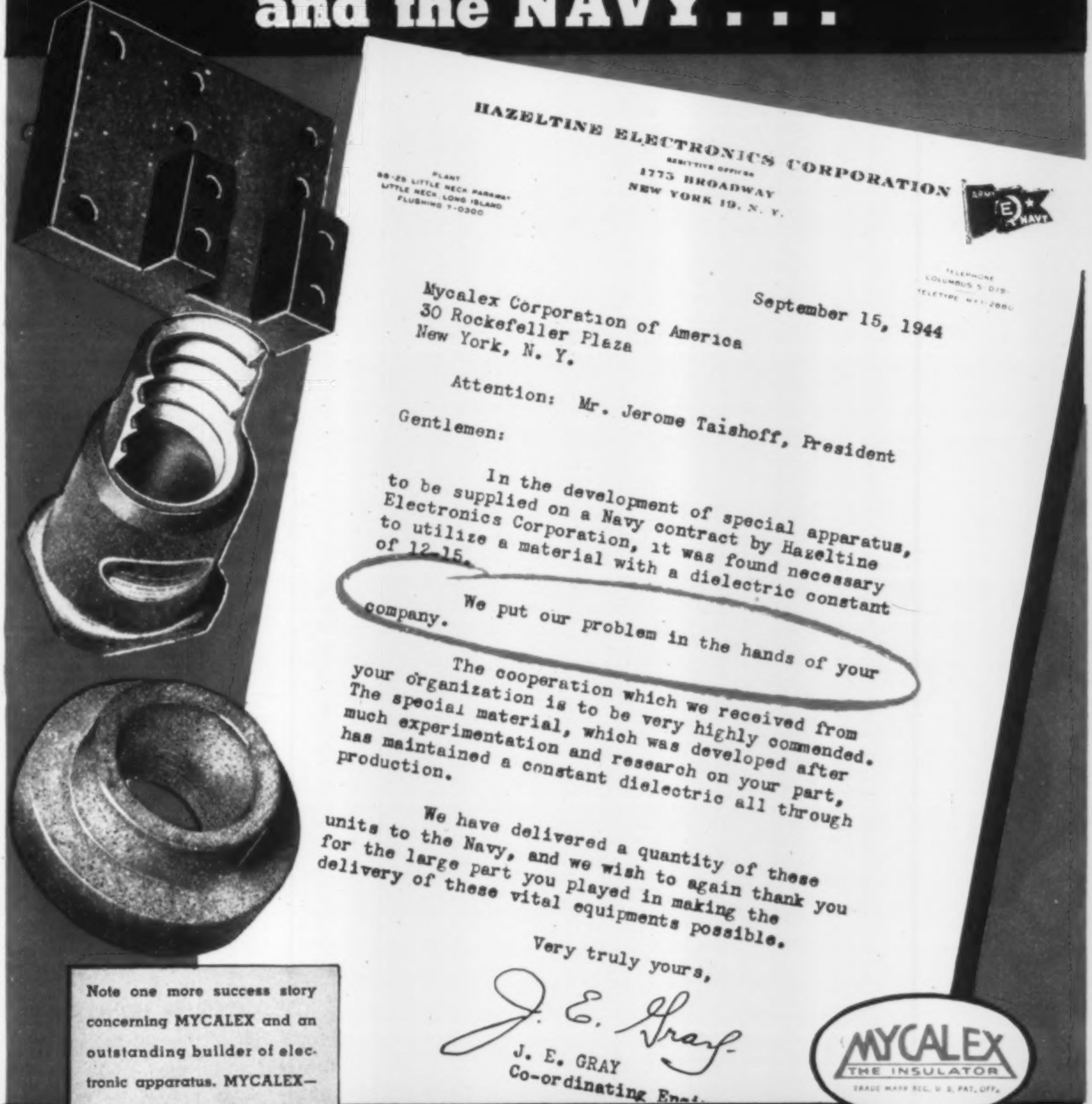
Whitehall Starting

WHITEHALL PHARMACAL CO., New York, division of American Home Products Corp., early in January starts *Ellery Queen* for Anacin on over 50 CBS stations, Wed., 7:30-8 p.m. (rebroadcast 12:30-1 a.m.) replacing *Easy Aces* for the same product. *Mystery Show*, now sponsored on NBC Saturday, 7:30-8 p.m. by Emerson Drug Co. for Bromo Seltzer, will be replaced on that network by another mystery, *The Saint*, Jan. 6. Agency is Ruthrauff & Ryan, appointed by Whitehall to handle only the *Ellery Queen* show. Through Dancer-Fitzgerald-Sample, New York, agency handling other radio, Whitehall last week started *Fleetwood Lawton* on 7 NBC West Coast stations, Mon., Tues., and Wed., 8.15-8 p.m. (PWT) also for Anacin.

KEEW Shift Granted

CONSENT was granted by the FCC last week to voluntary assignment of license of KEEW Brownsville, Tex., from Eagle Broadcasting Co. to Radio Station KEEW Ltd., a newly formed limited partnership. T. Frank Smith, manager of KXYZ Houston and KRIS Corpus Christi, joins the present operators of KEEW, Jack Wilson and Ernest E. Wilson, in the new partnership. Mr. Smith acquires 60% interest as general partnership for $8,500. The Messrs. Wilson are special partners, each holding 20% interest. Provision for adequate financing for future expansion was given in application as reason for shift.

. . . How MYCALEX Solved a Tough Insulating Problem for HAZELTINE ELECTRONICS and the NAVY . . .



HAZELTINE ELECTRONICS CORPORATION
EXECUTIVE OFFICES
1775 BROADWAY
NEW YORK 19, N. Y.

PLANT
58-25 LITTLE NECK PARKWAY
LITTLE NECK, LONG ISLAND
FLUSHING 7-0300

September 15, 1944

Mycalex Corporation of America
30 Rockefeller Plaza
New York, N. Y.

Attention: Mr. Jerome Taishoff, President

Gentlemen:

In the development of special apparatus, to be supplied on a Navy contract by Hazeltine Electronics Corporation, it was found necessary to utilize a material with a dielectric constant of 12-15.

We put our problem in the hands of your company.

The cooperation which we received from your organization is to be very highly commended. The special material, which was developed after much experimentation and research on your part, has maintained a constant dielectric all through production.

We have delivered a quantity of these units to the Navy, and we wish to again thank you for the large part you played in making the delivery of these vital equipments possible.

Very truly yours,

J. E. Gray

J. E. GRAY
Co-ordinating Engi

Note one more success story concerning MYCALEX and an outstanding builder of electronic apparatus. MYCALEX—the "last word" in low-loss insulation—may be the right answer to *your* problem, too. Write for detailed specifications and samples.

MYCALEX
THE INSULATOR
TRADE MARK REG. U. S. PAT. OFF.

MYCALEX CORPORATION OF AMERICA

"OWNERS OF 'MYCALEX' PATENTS"

CLIFTON, NEW JERSEY

Executive Offices: **30 ROCKEFELLER PLAZA**
NEW YORK 20, N. Y.

TEXT OF AFM CONTRACT WITH RECORDERS

TEXT of the contracts signed Nov. 11 by RCA, NBC and Columbia Recording Corp. with the American Federation of Musicians follows:

This is to advise you that during the term of this contract you may employ members of the AFM upon the following terms and conditions:

1—You shall use only members in good standing of the AFM for the performances of all instrumental music in recording phonograph records and electrical transcriptions, (hereinafter sometimes referred to as "Recordings"), and when employing persons who are eligible for memberships in the AFM you shall employ only such persons as shall be members thereof in good standing.

2—We shall exercise full authority in order that our locals and members of the Federation engaged in or pertaining to such recording activities shall do nothing in derogation of the terms and intent of this agreement.

3—Immediately upon the making of any recording and prior to its release, you shall advise the Federation of such recording, of the serial or other number thereof, and any additional information in connection with any such recording which we may reasonably require. Upon demand by the Federation, you shall promptly furnish to it a copy of any such recording, including those made or pressed by you in Canada.

Other Data Required

4—Upon the execution of this agreement you shall promptly furnish to the Federation a copy of your current catalogue of recordings, and thereafter from time to time as and when issued, you shall supply a copy of all supplements thereto.

5—You shall not require, request, induce, or in any manner attempt to influence any member of the Federation to play, or perform for recordings, or render services pertaining thereto, except as permitted by this agreement.

6—You shall not dub, re-record, or retranscribe any recordings except upon previous written notice of any such intention to be given to the member through whom the performers were originally employed, as well as to the Federation; and upon payment to the said member of the full scale for all performers applicable to such new use.

7—You shall not require members of the Federation to make phonograph records containing commercial advertisements, or any recordings to be used by or for actors as accompaniment for or in connection with their performances.

8—No changes in our Constitution and By-Laws will be made during the term of this agreement which shall contravene any of the provisions herein.

9—All laws, rules and regulations of the AFM (a copy of which is herewith submitted) are made part of this agreement.

10—You shall pay our members for the services rendered by them in the making of recordings such sums as you may agree upon with them, but which in no event shall be less than scale.

Required Provisions

11—All contracts for recordings between you and members of the Federation shall contain the following provisions:

(a)—"As the musicians engaged under the stipulations of this contract are members of the AFM, nothing in this contract shall ever be construed as to interfere with any obligation which they owe to the AFM as members thereof."

(b)—"Any member or members who are parties to or affected by this contract, whose services thereunder or covered thereby, are prevented, suspended or stopped by reason of any strike, ban, unfair list order or requirement of the Federation shall be free to accept and engage in other employment of the same or similar character, or otherwise, for other employers or persons without any restraint, hindrance, penalty, obligation or liability whatever, any other provisions of this contract to the contrary notwithstanding. This contract shall not become effective unless and until it shall be approved by the International Executive Board of the AFM."

12—In order to give effect to the principle of a continuing interest which all the members of the Federation have in the use of recordings containing instrumental music, you shall pay to the AFM the following:

a—For phonograph records manufactured or produced by you or others, in whole or in part, from masters hereafter recorded by you, containing performances by members of the Federation, and which phonograph records are sold by you or by the lessees of your masters to others, a payment equal to the following:

¼-cent for each record, the manufacturer's suggested retail price of which does not exceed 35 cents:

½-cent for each record, the manufacturer's suggested retail price of which is more than 35 cents but does not exceed 50 cents:

¾-cent for each record, the manufacturer's suggested retail price of which is more than 50 cents but does not exceed 75 cents:

1-cent for each record, the manufacturer's suggested retail price of which is more than 75 cents but does not exceed $1.00:

2½-cents for each record, the manufacturer's suggested retail price of which is more than $1 but does not exceed $1.50.

5-cents for each record, the manufacturer's suggested retail price of which is more than $1.50 but does not exceed $2.00:

2½% of the sales price of each record, the manufacturer's suggested retail price of which exceeds $2.00.

You have advised us that the manufacturer's suggested retail prices as referred to in the foregoing schedule are published in your catalogues of records.

b—For electrical transcriptions, manufactured from masters hereafter recorded by you containing performances by members of the Federation, and which are intended for more than one use by your customers, lessees or licensees as part of your library service or otherwise, a payment equal to 3% of the gross revenues derived by you from the sale, lease, license or other disposition thereof.

Jingle Clause

For spot announcement transcriptions, commonly known as "Jingles", a like payment of 3% of the gross revenues shall be made.

c—For commercial electrical transcriptions manufactured for commercial broadcasting, intended for a single use and only so used, there shall be no payment pursuant to the terms of this paragraph 12.

d—All payments stipulated in this paragraph 12 shall be made to the Federation within 45 days following each calendar half-year and shall be accompanied by a statement certifying all payments required to be made pursuant hereto.

e—The Federation at its option shall have access and right of examination of your books and records relating to this subject at all reasonable times.

f—It is understood that your obligation to make the payments pursuant to this Paragraph 12 hereof shall continue after the expiration of the term or other termination of this agreement.

13—The rights granted to you under this contract are hereby declared to be personal to you and you agree not to transfer, assign or attempt to transfer or assign

a—This agreement or any part thereof, or

b—any contract or any part of any contract for the performance of the services of any member of the Federation, or

c—to give anyone else control over the foregoing without our prior written consent, which consent shall not be unreasonably withheld.

Future Agreements

14—During the term hereof, we will not enter into any agreement with any phonograph record or transcription company upon terms more favorable than those contained in this agreement. In the event, however, that we shall make any future agreement with any other phonograph record or transcription company upon any terms more favorable or different from those contained in this agreement, you shall have the right at your option to cause your agreement to be conformed therewith.

15—You shall not make, or permit the use of your facilities for making, or otherwise give aid and assistance in the making of any phonograph recording or transcription which shall utilize instrumental music, for or on account of any other person engaged in the phonograph recording or transcription business unless authorized in writing by the Federation.

16—You agree not to make recordings of any radio program containing the services of our members, off-the-line or off-the-air, without first obtaining from the Federation written permission, except that we agree that no such permission shall be necessary in instances where

a Recordings are for reference or file purposes, or

b for the purpose of making delayed broadcast transcription, which have been authorized in writing by the Federation.

The Federation agrees that in all other cases it will not unreasonably withhold permission to make such off-the-air or off-the-line recordings, and that in such other instances where granted, permission shall be given on payment of transcription scale to the members of the Federation concerned. This agreement shall not in any way modify any obligation independent of this agreement which you may be under to obtain from our members such individual approvals as may be necessary in connection with such off-the-line or off-the-air recordings.

Renewal Provision

17—It is further agreed that any contract in existence at the termination of this contract (whether such termination is caused by expiration, breach, or otherwise), made and entered into by you with local unions, members of the Federation, licensed booking agents, personal managers, recording companies, symphony associations or others, for the employment of and rendition of services by members of the Federation, shall not impose any obligation on the part of members of the Federation to render further musical services for you unless this contract is renewed or a new one entered into permitting the same; in the event this contract is not renewed or a new one is not entered into, such members may, at their option, render services to any others without obligation or liability to you.

18—This agreement shall commence on the date hereof and terminate Dec. 31, 1947.

Your signature in the space provided below will constitute this a binding agreement between you, and ourselves.

JACK GAVER, amusement editor of United Press, and Dave Stanley, free-lance press agent, are collaborating on a book of profiles and scripts of radio comedians, scheduled for publication in the spring by Greenberg Publishers, New York.

Be Sure to Hit the Right Spot!
630
ON YOUR DIAL
KXOK
OWNED AND OPERATED BY THE STAR-TIMES

For its November outdoor boards, radio station KXOK (St. Louis, Mo.), appropriately posts this turkey illustration . . . admonishing all who see it and its 99 counterparts now showing in high traffic areas throughout the City of St. Louis . . . to "Be Sure To Hit The Right Spot."

The right spot, by implication, of course, means 630 . . . the KXOK spot on the dial where thousands of listeners keep tuned daily . . . the spot that appeals to advertisers, too, because results prove that KXOK is an economical and effective selling force not only in St. Louis and surrounding territory, but also throughout KXOK's primary area, extending from Eastern Missouri into Southern Illinois, Southwestern Indiana and Northwestern Kentucky.

". . . more than his belly can!"

That old limerick is red hot news . . . now. You remember how it goes . . . "Oh, a strange bird is the pelican . . . his bill holds more than his belly can!"

That, to us, is the radio business today. Time for sale is a rarity. Orders come in over the transom. Every one is holding more than his belly can.

But there's going to come a time when we'll all go back to the days when advertisers will again ask . . . "How much for what?"

We'll welcome those kind of questions again. For W-I-T-H was started during the times a station had to *sell* goods.

Knowing our coverage, our popularity, and the cost of doing business, we have no fear of what the smart buyers of time will do.

The big buy in Baltimore has been W-I-T-H, the successful independent, for a long time. You'll find it true tomorrow as you found it today and yesterday.

W-I-T-H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Cocktails — at 2:00?

It *is* silly to think that the farmer leaves his field work to come in for cocktails at 2:00 or tea at 4:00, isn't it? But that apparently is the idea behind the one solitary "farm program" some stations out here now condescend to broadcast daily. If you'd hear their nightclub gags and their jive records you'd say, "Who would believe farmers would like that stuff?" The point is—they don't!

On *Farm Programs,* farmers want market reports because they need them as indices of when to buy and sell their grain and livestock. And they want these reports given—not blandly read—by a guy who knows what he's doing. They depend upon farm news and new requirements interpreted by a farm editor who knows and studies his farmers. They prefer *live-talent* shows emceed by a friendly chap who can personalize entertainment.

Those are the ingredients of KMA farm programs. Those are the reasons why KMA *is* the No. 1 Farm Station in this No. 1 Farm Market. And instead of one half-hour, we spend hours daily at this sort of thing. This area is 80% rural. It's only good business for us—and you, too—to make the No. 1 farmer our specialty! That's why everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. Call Free & Peters today. Set your availabilities now—before it's *completely* too late!

KMA
BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

COLUMBIA WIRE TO VINSON

TEXT of the letter sent Nov. 13 to Judge Fred M. Vinson, Director of the Office of Economic Stabilization, by Edward Wallerstein, president of Columbia Recording Corp., follows:

It is now more than 16 months since July 5, 1943 when the United States Conciliation Service certified to the National War Labor Board the dispute between Mr. Petrillo and the recording companies. We have waited those 16 months for action by one or more branches of the Government.

We have waited 16 months since the first hearing before the War Labor Board on July 9; ten months since the end of the protracted hearings before the Panel appointed by the War Labor Board: eight months since the filing of the Opinion by the Panel recommending that the War Labor Board "exercise its power to terminate the strike to the end that the conditions prevailing on July 31, 1942 be restored;" seven months since the argument before the War Labor Board on the confirmation of its Panel's Report: almost five months since the issuance by the War Labor Board of an Order directing Mr. Petrillo to lift his ban on recordings; three months since the issuance by the War Labor Board of an Order directing Mr. Petrillo to show cause why its previous order had not been complied with and almost three months since the hearing on Aug. 17 on the return of that order to show cause. We have waited more than 2½ months since the War Labor Board, apparently unable in any other way to enforce its order, certified the question to the President of the United States through your office and we have waited almost another six weeks since Oct. 4, when, as a result of your recommendation to the President, he requested Mr. Petrillo by telegram to end the strike.

It is over a month since Mr. Petrillo replied to the President and refused to comply with his request. Despite that action by Mr. Petrillo which apparently disposed of Government action, we have waited another month since our telegram of Oct. 12 to the President pointing out that the statement in his telegram to Mr. Petrillo that the strike did not affect the war effort was inconsistent with the repeated findings of the War Labor Board and its Panel as a result of which, on the following day, Oct. 13, the President at his press conference publicly stated that he would study the laws to determine what could be done to enforce the War Labor Board's Order.

We have waited over three weeks since the Report on Oct. 18 that the President had referred the matter back to you to investigate the laws and since our telegram to you of Oct. 20 referring to the report that the matter was back in your hands and ending with the statement that unless you act quickly we will be compelled to accept Mr. Petrillo's terms. The economic pressures on us are such that we can wait no longer and must now either sign or go out of business.

Since no action has been taken by the Government, we have today entered into a contract with Mr. Petrillo's union which will include provision for payments by us directly to the Union, the principle which we have resisted for more than 27 months, which we contested before Government bureaus for 16 months and which, though successful in our contests, we are finally accepting because of the Government's unwillingness or incapacity to enforce its orders.

PROUD OF YOUR SALES IN HUMBLE (Ky.)?

Don't feel crestfallen if your Humble (Ky.) business isn't worth getting puffed up about. Chances are, it's only because the Louisville Trading Area has 54% of Kentucky's total retail business! So forget Humble. Get Louisville and you'll really have something to be proud of! Incidentally, we humbly call your attention to the fact that WAVE covers the *whole* Louisville Area at *lowest* cost. Need we say more?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

RCA STATEMENT

RCA's announcement on the AFM contract, issued Nov. 11, follows:

RCA Victor and the AFM have agreed to resume recording immediately, and the Union Locals are being so advised by James C. Petrillo, president of the AFM, according to James W. Murray, general manager of RCA Victor Record activities.

This action ends the strike of 27 months. Speaking for RCA Victor, Mr. Murray said:

"In view of Mr. Petrillo's decision not to accept the order of the War Labor Board and the request of the President to obey the Board's order, we had no alternative but to meet the demands of Mr. Petrillo that we make direct payments to the Union's Treasury or to abandon our record business which would have resulted in losses to the public, our employees and artists, our dealers and stockholders."

Mr. Murray wired the RCA Victor artists word of the agreement.

In another message to Victor Record distributors and dealers throughout the country, he said: "Record ban ended and new recording operations will start immediately. The first of a series of exciting announcements will soon be on the way to you. Prepare for some of the most outstanding recordings of popular hits and musical masterpieces in Victor's history.

"There is a great deal of excellent music waiting to be recorded by the world's great artists. I am sure that music lovers throughout the world will rejoice that they may again enjoy music they want when they want it."

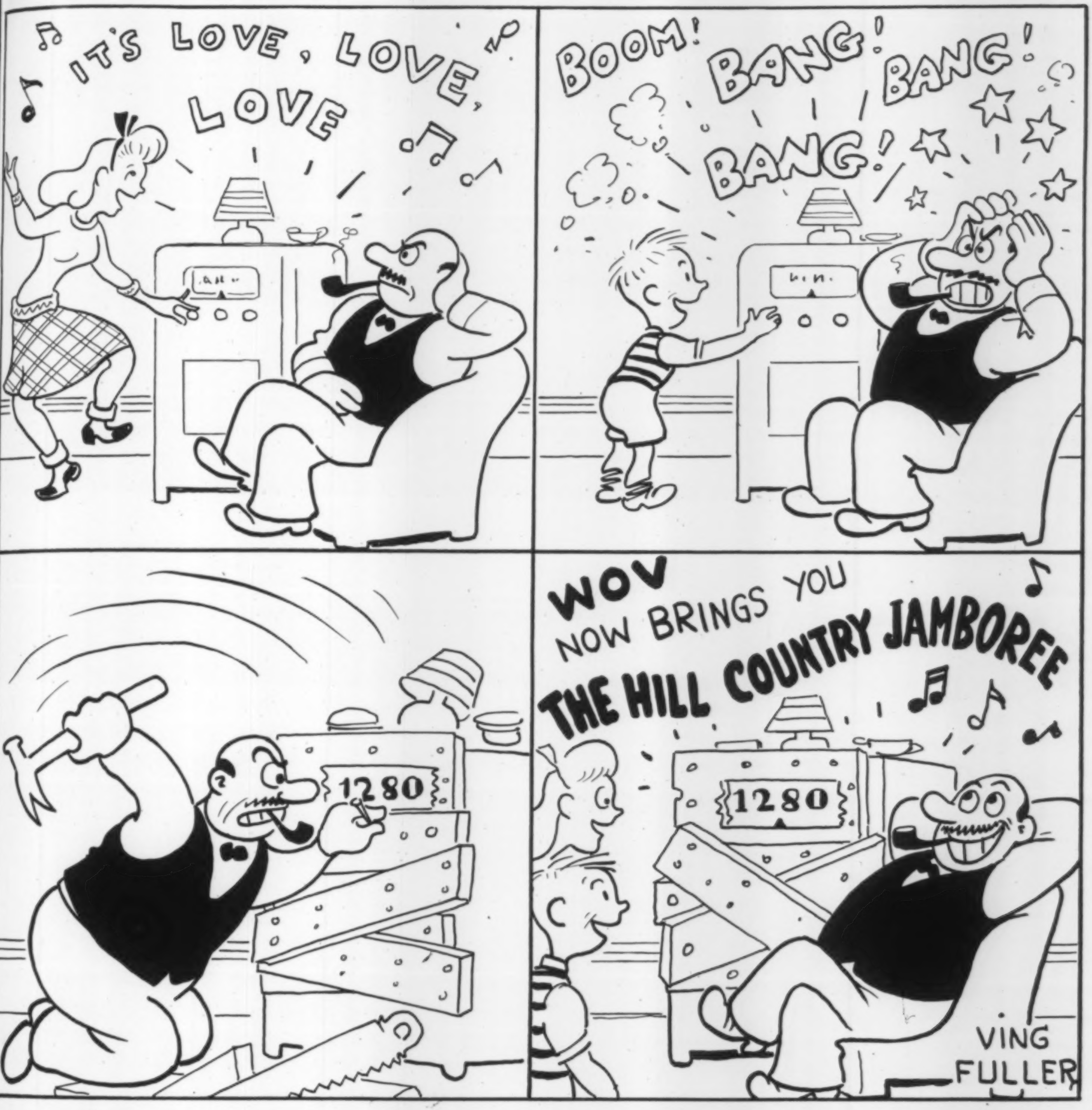
WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

$26,500,000

That's Sales Management's estimate of retail sales in Hartford for December, an increase of 9.5% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

USE WDRC TO CONNECT IN CONNECTICUT

CBS


IT'S LOVE, LOVE, LOVE
BOOM! BANG! BANG! BANG!
WOV NOW BRINGS YOU THE HILL COUNTRY JAMBOREE
1280
1280
VING FULLER

THESE BIG CITY FOLKS LIKE THEIR HILL BILLY TUNES

AMONG New York's millions of metropolitan and suburban radio listeners, you will find a great and growing group with whom "The Hill Country Jamboree" is a made-to-order program. To this specialized audience of loyal listeners, and the mail count backs the statement, 6:30 to 7:00 p.m. every weekday is "must" listening time for WOV. A few participating periods on "The Hill Country Jamboree" are still open for sponsorship. Wire or phone for details.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

CIAA SERIAL GIVES FEDERAL VIEWPOINT

A BATTERY of 12 shortwave transmitters is directing to all listeners in South and Central America a serial program in which the Office of the Coordinator of Inter-American Affairs for the first time comes out and states the position of the U. S. Government in regard to the present pro-Fascist regime in the Argentine.

Such responses as had been received by early last week, after the first two broadcasts, were said to be favorable, but some unfavorable reactions are expected directly or indirectly from groups close to the Nazi interests in L. A. Argentina was reported to have already taken steps to counteract the CIAA program via its own radio facilities. Program goes out in Portugese on three transmitters at 6:30 p.m. Thursday and in Spanish on nine stations at 8:30 p.m. Titled *El Destino de America*, it was introduced at the suggestion of the State Dept., which checks scripts to conform with State policies, for the first cycle of a new series on Inter-American cooperation. Program is tentatively scheduled to continue for 13 weeks, subject to revision since its run will be governed by progress in the realignment of the Argentinian government to Allied sympathies.

Goodyear Success

GOODYEAR TIRE & RUBBER Co., Akron, found its spot campaign for Neolite, a new shoe product, so successful with transcribed 30-second chain breaks on some 80 stations in 61 markets, that other stations are being added to the list, according to Compton Adv., New York, agency for shoe production. Campaign started five weeks ago. Young & Rubicam, New York, handles institutional advertising for Goodyear and a network program for soles and heels which starts Nov. 21 on MBS, featuring Roy Rodgers, cowboy actor.

AFM DISC ANNOUNCEMENT

AFM issued the following statement Nov. 11 announcing that contracts had been signed with RCA, NBC transcription division and Columbia Recording:

The RCA-Victor Division of the Radio Corp. of America, the Transcription Division of the National Broadcasting Co. and Columbia Recording Co. have entered into agreements with the American Federation of Musicians for the employment of musicians in the making of recordings and transcriptions.

This is the greatest victory for a labor organization in the history of the labor movement. The AFM is the first labor organization to receive agreements whereby employers pay money direct to the organization for the employment of musicians over and above what they pay for the actual work done by the musicians in the making of recordings.

By their past conduct, these companies have shown that they are not amicably disposed to do business with the AFM. Instead of showing friendliness, they have displayed bitterness, unfairness, injustice, trickery and reactionism which would do justice to the slave owners of pre-Civil War days. In their attitude toward the AFM and its members, they have acted as though the musicians they wished to employ were their vassals and slaves.

Instead of meeting the officers of the AFM to negotiate fair terms and conditions of employment, they refused for many months to attempt negotiation and on the contrary, resorted to a vile, indecent, malicious and filthy campaign of libel, slander and villification of the AFM and its officers. They substituted for the ordinary, usual and fair processes of collective bargaining a campaign of mud slinging, dirt throwing and false propaganda.

Fair Dealing

It is inconceivable that in this day and age these large corporations should hire agents at large expense to inflame the public against the AFM by false and malicious representations respecting what is an ordinary controversy pertaining to labor relations. We have witnessed in this controversy employer activities of the kind and type indulged in over half a century ago in the steel industry, when the employers stopped at nothing to defeat the just demands of their employes.

Let it be remembered that the AFM in this entire controversy asked for nothing more than the adoption of a principle of fair dealing with its members who were being thrown out of employment by the use and operation of mechanical devices made and manufactured by the members of the AFM. Never was a more just proposal submitted to an employer on behalf of workers than the proposal submitted by the AFM to these employers. That is established by the fact that over 110 companies have adopted the proposal submitted by the AFM as the solution to a problem of employment created by the industry in which these employes are engaged.

This is not only a victory for the AFM but a victory for all organized labor, in that reactionary employers, seeking to thwart and throttle the rights and just demands of their employes, have been defeated in their efforts. Honesty and fairness have triumphed over falsity and fraud. It may be well for these companies to understand that the AFM and its members will not tolerate a continuance of their past activities and conduct. The AFM expects that the companies will change their past course of conduct and deal honorably and justly with the AFM and its members. If they fail to do so, the AFM will not hesitate to break off relations with these companies and leave them to die by their own nefarious schemes.

Harvest Series

MASSEY-HARRIS Co., Racine, Wis., will sponsor a series of 13 quarter-hour broadcasts highlighting the achievements of the self-propelled Harvest Brigade. The transcribed dramatizations will be aired over 22 stations in the wheat belt. They tell the story of the tremendous harvest results when special Massey-Harris harvesting machines, released by the government, and volunteer workers got together to bring in the crops.

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA

IT'S A FACT!

A longtime basic industry of the tri-state area of Louisiana, Texas and Arkansas is the lumber industry. Within this area are to be found more than fourteen million acres of pine and hardwood, and today, hundreds of mills are running at peak production, turning out vast quantities of pulp wood and timber to meet the demands of war. This increased production creates new spendable income for the workers in this industry. It also assures advertisers of an active market . . . a market which only powerful, 50,000-watt KWKH covers effectively and completely.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

AP
KRLD, Dallas, Texas
. . . You have perfected AP to an all-time high in radio news services.
Clyde Rembert
Managing Director
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

LEARNING BY EAR

Long before you could walk or talk.. long before a book was put into your young hands.. you *heard* the words and phrases you would later use. Music, too, entered your consciousness (as it does today) through the auditory nerve.

Modern language-study begins with *hearing* foreign words, phrases, idioms.. to be augmented later by *reading* the niceties of grammar and syntax. Does any of this hint at the power of radio, which is, obviously, a medium of sound as well as a sound medium?

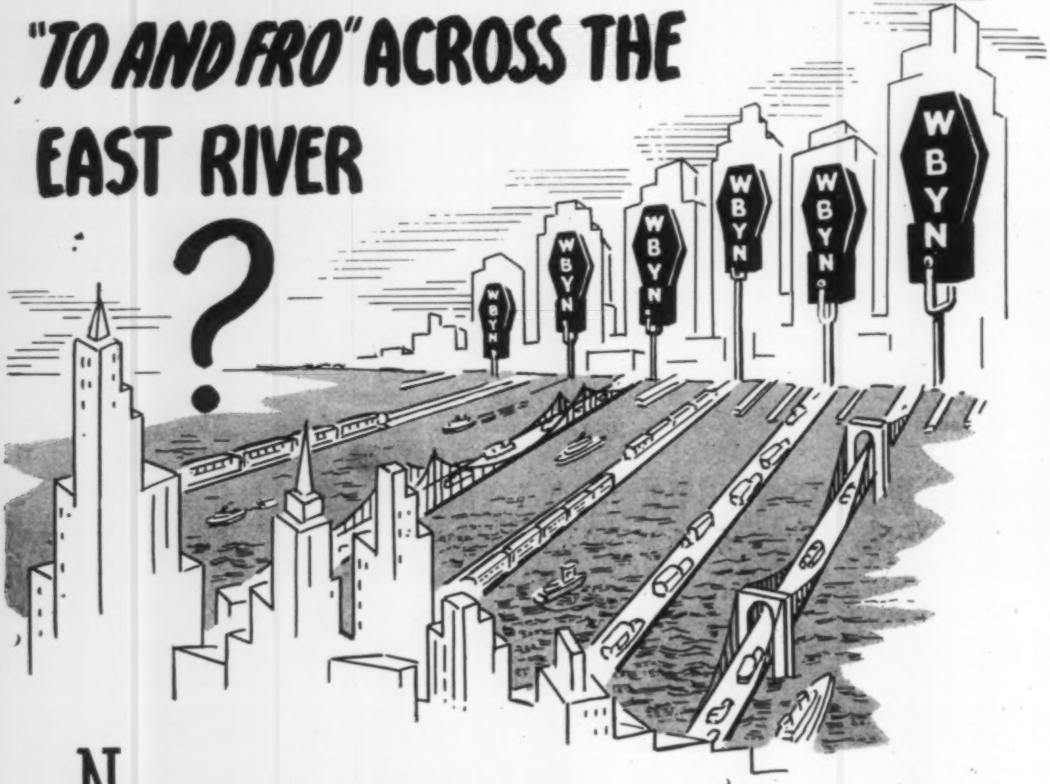
In the primary areas of Westinghouse, 18,000,000 Americans are in a position to *learn by ear*.. the news of the moment, the music of the ages. While they are being entertained, this vast group can also *learn by ear* what the sagacious advertisers of America offer for their well-being and profit.

These sales-messages have an added advantage: The warmth of the human voice to underscore their friendly tone, their conviction. Tap this power in your own sales-territory.. through NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • KYW • KDKA • WBZ • WBZA

EVER WONDER WHAT GOES DAILY "TO AND FRO" ACROSS THE EAST RIVER ?



New York subways, bridges, trolleys, busses, carry the greater portion of Brooklynites daily to and from Manhattan. Another Brooklynite that reaches out to all the other Boroughs every day is WBYN, Brooklyn's own full time radio station . . . incorporates the added coverage of all New York!

WBYN is the major coverage solution for the major section of New York, the surest way to reach a 3 million population city . . . DIRECT! The story of WBYN's unique "minute programming" is told to millions in daily ads. Exclusive Racing Results, Continuous Music, Minute News . . . all day.

For a pleasant surprise in coverage per dollar write for our latest brochure.

THE MINUTE STATION

For availabilities: write WILLIAM NORINS, Gen. Mgr.
Station WBYN, 1 Nevins Street, Brooklyn, N.Y.

WBYN
1430 ON THE DIAL

KQW Is Squeezed In Labor Squabble

NABET Files Charges After IBEW Lifts Member Card

AN UNFAIR labor practice charge was filed last week against KQW San Jose, Cal., by the National Assn. of Broadcast Engineers & Technicians, as an outgrowth of the efforts of the station's technicians to switch their union affiliations from the International Brotherhood of Electrical Workers to NABET.

The action was filed with San Francisco regional office of the National Labor Relations Board after Carl B. Reimers, an engineer, was discharged by the station, allegedly as the result of pressure applied by the IBEW which had revoked Mr. Reimers' union membership. The engineer was charged with disloyalty to IBEW, advocating or attempting to bring about a withdrawal of KQW technicians from IBEW, creating dissatisfaction among the members of IBEW, etc.

Coercion Claimed

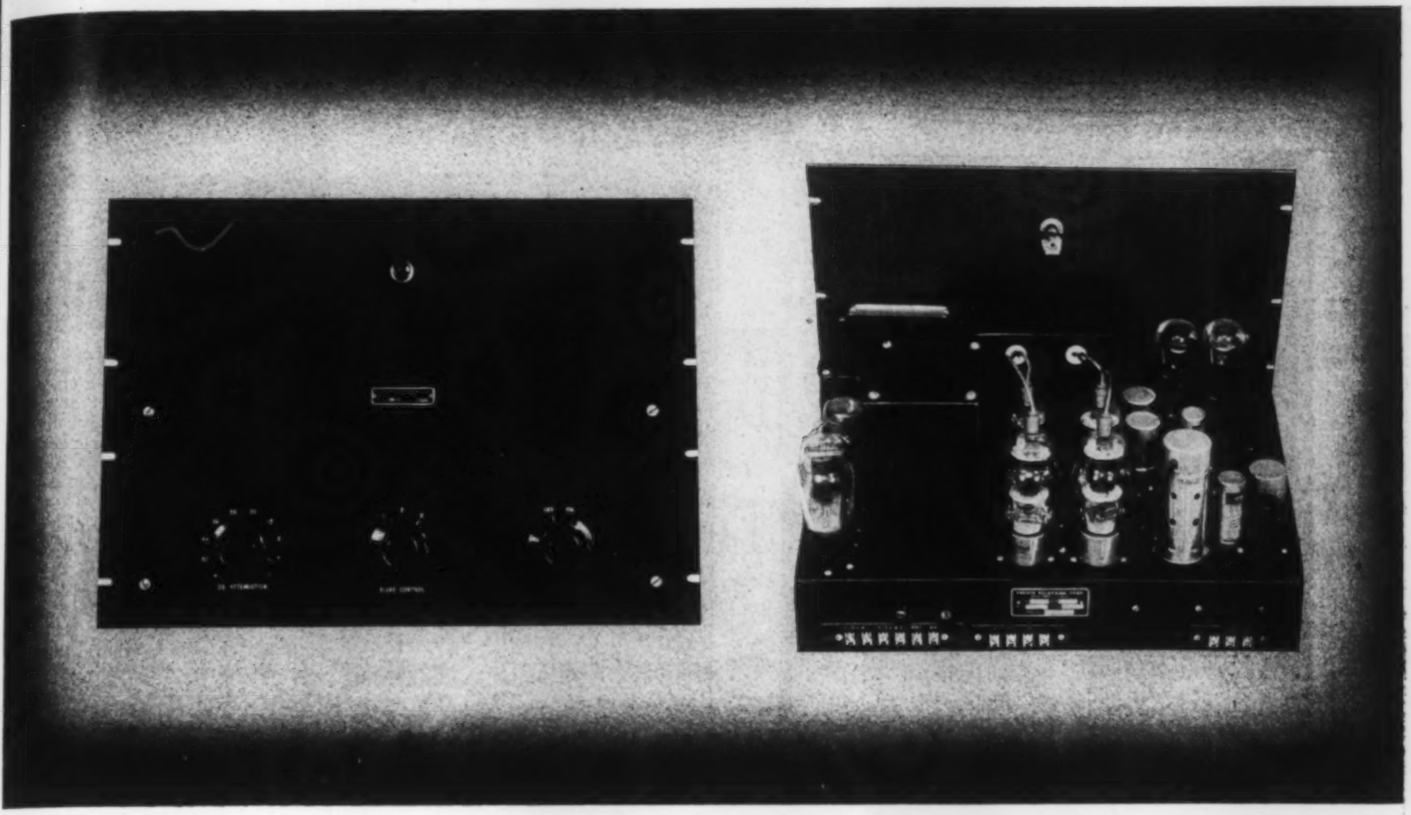
A substantial majority of the station's engineers had already signed representation cards with NABET which had filed a petition of certification with the NLRB. As the result of IBEW's action in cancelling Mr. Reimers' union card and demanding his discharge, NABET contends, the technicians have been coerced into abandoning their intentions of transferring to NABET.

NABET is charging KQW with discrimination in favor of IBEW and claims that the union action against Mr. Reimers was arbitrary and in violation of his constitutional rights. It is relying on a decision by the Board in the Rutland Court Owners Inc. case (No. C-1639) in which it was held that members of a union were within their rights in joining another union and pointed out that a union could maintain perpetuity simply by expelling a member.

The attempted switch of KQW technicians was the result of dissatisfaction with IBEW following revelation of the Petrillo-Brown agreement to award platter turning functions of the IBEW technicians to the musicians [BROADCASTING, May 8 *et seq*].

School Expands Time

AMERICAN SCHOOL, Chicago (correspondence school), Oct. 29 started Samuel R. Zack's hour-long labor arbitration program on WMCA New York, and has also started participations on WJZ New York. Business placed through Equity Adv., New York, agency for eastern advertising. A spot radio advertiser for the past several years, the school may start a network program the first of the year. Reincke-Ellis-Younggreen & Finn, Chicago, places advertising in the West and Midwest.



You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous recordings. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. ± 1 db. (2) NBC orthacoustic recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.

Buy Bonds. Keep on Buying.

Keep 'Em Flying.

PRESTO

PRESTO RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.

Walter P. Downs Ltd., in Canada

Speaking of theme songs we believe a look at these figures justify us in selecting..

"THE SAME OLD STORY"

• Hooper—Fall 1942
City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.–12:00 N.	17.7	78.4
Afternoon Index Monday thru Fri. 12:00 N.–6:00 P.M.	20.5	76.5
Evening Index Monday thru Fri. 6:00 P.M.–10:00 P.M.	14.3	80.8

• Hooper—Fall 1943
City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.–12:00 N.	56.9	41.0
Afternoon Index Monday thru Fri. 12:00 N.–6:00 P.M.	34.4	63.9
Evening Index Monday thru Fri. 6:00 P.M.–10:00 P.M.	21.2	78.0

• HOOPER—SUMMER 1944
City—Amarillo, Texas

	KFDA	STA. B.
Morning Index Monday thru Fri. 8:00 A.M.–12:00 N.	65.6	33.7
Afternoon Index Monday thru Fri. 12:00 N.–6:00 P.M.	36.0	62.8
Evening Index Monday thru Fri. 6:00 P.M.–10:00 P.M.	30.0	69.0

• *Yessir—"the same old story"*—
CONSISTENT YEARLY GAINS!

Blue Network

K F D A

• Nunn Stations

KFDA	Amarillo, Texas.
WCMI	Ashland, Ky. Huntington, W. Va.
WLAP	Lexington, Ky.
WBIR	Knoxville, Tenn.

A NUNN STATION

Amarillo, Texas
Howard Roberson, Mgr.

REPRESENTED BY THE JOHN E. PEARSON CO.

H. E. Stephenson Elected by ACA

30th Annual Meeting Hears Measurement Bureau Data

By JAMES MONTAGNES

FOR HIS CONTRIBUTION to Canadian advertising during the year, Harry Sedgwick (r), managing director of CFRB Toronto, is presented with the silver medal of the Assn. of Canadian Advertisers by R. L. Sperber, retiring president.

THE 30TH ANNUAL MEETING of the Association of Canadian Advertisers (ACA) held at Toronto Nov. 8-10, elected as president Harold E. Stephenson, advertising manager of Canada Starch Co., Montreal; presented a silver medal for greatest contribution to Canadian advertising in the radio medium to Harry Sedgwick, CFRB Toronto, and heard reports on the Bureau of Broadcast Measurement.

Sessions of the afternoon of the opening day were devoted to a study of the recently formed Bureau of Broadcast Measurement (BBM), on the board of which are members of the ACA, advertising agencies and Canadian broadcasters. The first audit bureau of radio listenership, its operations and methods of obtaining data were described in detail by Walter E. Elliott, of Elliott-Haynes, Toronto, researchers for BBM. The discussion on BBM followed a luncheon address on consumer panels by Sam G. Barton of Industrial Surveys, New York.

R. G. Lewis, publisher of *Canadian Broadcaster* was luncheon speaker on Nov. 10, under the title "Radio Is a Guinea Pig".

Harry Sedgwick, managing director of CFRB Toronto, and chairman of the board of the Canadian Assn. of Broadcasters, who for several years has been director of the New York office of the Canadian government's Wartime Information Board, was presented with the ACA silver medal for his contribution to Canadian advertising. ACA's gold medal for distinguished contribution to Canadian advertising during the year went to B. W. Keightley, Canadian Industries, Montreal, and silver medals to Hector Fontaine, Canadian Adv. Agency, Montreal, and C. R. Vint, Colgate-Palmolive-Peet Co., Toronto. Speakers included:

Hedleigh Venning, Shiriff's Ltd., Toronto, and S. R. Skelton, Goodyear Tire & Rubber Co. of Canada, Toronto, who spoke on sales promotion; G. Walter Brown, Bristol-Myers Co. of Canada, Montreal, who spoke on management and advertising agency; Elmer Wheeler, whose topic was "Word Magic"; P. K. Abrahamson, Borden Co., New York, who discussed the planning of future campaigns. Annual dinner speaker was B. K. Sandwell, member of the board of governors, Canadian Broadcasting Corp., and editor of *Toronto Saturday Night.*

Officers elected were in addition to president Harold E. Stephenson, vice-presidents L. E. Phenner, Canadian Cellucotton Products Co., Toronto; H. J. G. Jackson, Chrysler Corp. of Canada, Windsor, Ont.; N. B. Powter, Howard Smith Paper Mills, Montreal; George S. Bertram, Swift Canadian Co., Toronto. J. P. Lyons, Manufacturers Life Insurance Co., Toronto, was reappointed treasurer. Elected to the ACA board of directors were Athol McQuarrie, managing director and general manager of ACA, Toronto; D. E. Bankart, Northern Electric Co., Montreal; C. W. Chamberlin, Shell Oil Co. of Canada, Toronto; R. Harold Smyth, Dominion Rubber Co., Montreal; R. L. Sperber, Sterling Products, Windsor; George Stineback, Bauer & Black, Toronto; Lee Trenholm, Underwood Elliott Fisher, Toronto; A. Usher, RCA Victor Co., Montreal; H. T. Venning, Shiriff's Ltd., Toronto, and Muriel Whitlock, Courtaulds (Canada) Lt., Montreal.

Hon. Joe Lincoln
Donahue & Coe, Inc.
New York, N. Y.

Dear Joe:

Everything's under control here at Charleston. The election has come and gone and everyone's happy. Right now we at this station are head over heels in the business of making the 6th War Loan a success, and according to all previous figures our city, county and state should more than do its share.

From a commercial angle the newest I have to report is an added show by Coyle & Richardson, one of Charleston's foremost department stores. It's an interesting fact that at this time a majority of Charleston's department stores have two or more programs on our station. There's a reason for this, which any Branham man can give.

Regards,
Yours,
Algy

W C H S
Charleston, W. Va.

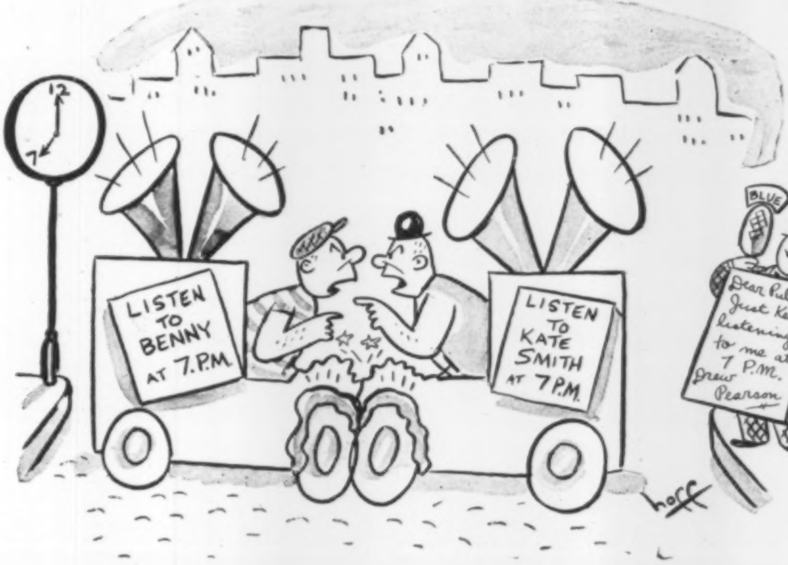
BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco


12
7
LISTEN TO BENNY AT 7.P.M.
LISTEN TO KATE SMITH AT 7 P.M.
BLUE
Dear Public: Just keep listening to me at 7 P.M. Drew Pearson

The Story of

The Innocent Bystander

[WHO DIDN'T GET HURT!]

WHAT a head-on collision *that* turned out to be! It was like this: Kate Smith starts in the *Sunday at 7* spot on September 17th with a rating of 11.8. On October 1st Jack Benny returns to his old stand and gets a Hooper of 18.5. Miss Smith drops to a 4.7. On October 15th Hooper gives Benny a 16.6, Kate goes to 6.5.

The Innocent Bystander

So both Smith and Benny have thousands of dollars of promotion behind them, and the best supporting talent money can buy. So CBS and NBC are determined to make it the struggle of the century, and they are in there pitching. And what happens?

Over on the Blue is an innocent bystander, doing his own job about as usual. And he is doing fine, thank you.

The Blue's innocent bystander, Drew Pearson, is *also* in the slot on *Sunday at 7*. The Blue and Pearson buck two giants and come up with these Hooper figures:*

September 17	8.3
October 1	9.9
October 15	11.2

Add it up for yourself. The Blue and Pearson are 4.7 points ahead of Smith, and only 5.4 behind Benny—and without abnormal promotion.

All right. Now along comes Walter (national institution) Winchell at 9 P.M., and he and the Blue promptly get a *higher* rating than *all the other networks put together*. And then the Blue keeps going for the rest of that hour, and winds up with a total of 56 Hooper points, against a total of 44.2 for the nearest competing network.

All right again. *Now* take a look at the Blue any weekday morning. Here you will see the youngest of the networks consistently attracting a larger audience than any of the other networks.

MORAL: These Blue ratings are not accidents. The Blue consistently delivers with Pearson. It delivers with the Winchell-Hollywood Mystery Time-Fidler combination. It delivers every weekday morning. A lot of other times, too. GOOD SHOWS ON THE BLUE CAN DELIVER THE RATINGS.

******The figures represent the 27 Hooper cities in which Pearson broadcasts from 7 to 7:15 P.M.*

"THIS IS THE *Blue* NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.

Reaction of Press to RCA, Columbia Disc Contracts . . .

WITHOUT EXCEPTION, newspaper editorials received up to last Friday on the capitulation of the recording companies sharply criticized Mr. Petrillo and blamed the Government for being unable to prevent the AFM leader from exercising dictatorial powers. Most editors saw in Petrillo's "victory" a dangerous precedent in employer-employe relations and in social policy, likening the payment of fees to the imposition of a private tax collected by a union. Legislation by Congress to curb the powers of unions was called for by a number of leading newspapers.

Excerpts from the editorials follow:

New York Times

. . . A crucial precedent has been established that other unions may be expected to follow. If one union can force the American people to pay a private sales tax on the product that it helps to make, why can't other unions? If one union can force employers to supply the funds for a private relief scheme, why can't other unions? If the officials of one union can work out a scheme which makes them financially independent even of their own union membership, why can't the officials of other unions? Such precedents, once established, must inevitably spread. Congress and the Supreme Court between them have put into effect sweeping immunities which make it perfectly legal for union officials to commit anti-social acts which would be illegal if committed by anyone else. As long as this situation lasts, the Petrillos will move from victory to victory.

New York Herald Tribune

If one union can levy a tax on an industrial product, why not others *ad infinitum*, with the public inevitably paying the piper? It epitomizes the egregious favoritism with which the Roosevelt administration from the very beginning has treated labor, in the laws it has jammed through and in their enforcement. The present Supreme Court has added its own contribution to a situation in which, as Petrillo has dramatically demonstrated, the country is helpless against the arrogant behavior and demands of a labor czar. Pretty, isn't it?

Wall Street Journal

It is true that in this particular conflict Mr. Petrillo could not actually *compel* the companies to *continue* the recording industry. The law, of course, could not do this, and the companies had at least the option of going out of business. But that "option" is no option in any system of law. It belongs altogether in the order of war. And it brings us back to the ultimate fact in the whole matter of employe-employer relations, which is that, practically alone among social relations, they are still outside the sphere of law which includes the others. At bottom they are conceived in terms of war. Unless that fact is kept in mind, discussion of the labor-capital problem will be confused and unfruitful. So long as either side or both relay on *force* as the last resort the problem will be insoluble, at least under the principles which govern all our other relations in civil life.

Washington Post

We are glad that Mr. Petrillo had the effrontery to defy outraged public opinion and stand on his legal right for he has exposed the lack of legal machinery for dealing with unreasonable, antisocial union demands of the kind put forward in this instance. The sinister significance of the Petrillo triumph does not lie in his ignoring of a WLB order, but rather in its implications for the future. If one union can collect a fee from all the employers of an industry as a condition of permitting its members to work for them, there is nothing to prevent other unions from enriching their treasuries of similar means. Nor, in view of the inadequate supervision exercised over the employment of union funds, is there any way of preventing unwise use or deliberate squandering of such accumulations by union officials.

Since there appears to be no way to thwart the activities of Mr. Petrillo under existing law, the duty of Congress is plain. It should act promptly to suppress antisocial rackets that can now be worked with impunity, provided they do not interfere with prosecution of the war.

Washington Star

The remedy, if there is to be a remedy, lies with public opinion and the Congress. The present Supreme Court has conferred a virtually total grant of immunity on unions in matters of this kind, and it is not in the least surprising that the President found nothing in the law books that would be useful against Mr. Petrillo. The court, in effect, has nullified the laws which formerly might have been invoked in a situation of this kind. And this means that nothing can or will be done unless and until an aroused public demands that Congress enact legislation to forbid or to regulate union practices which are inimical to the public interest but which, nevertheless, are steadily gaining ground.

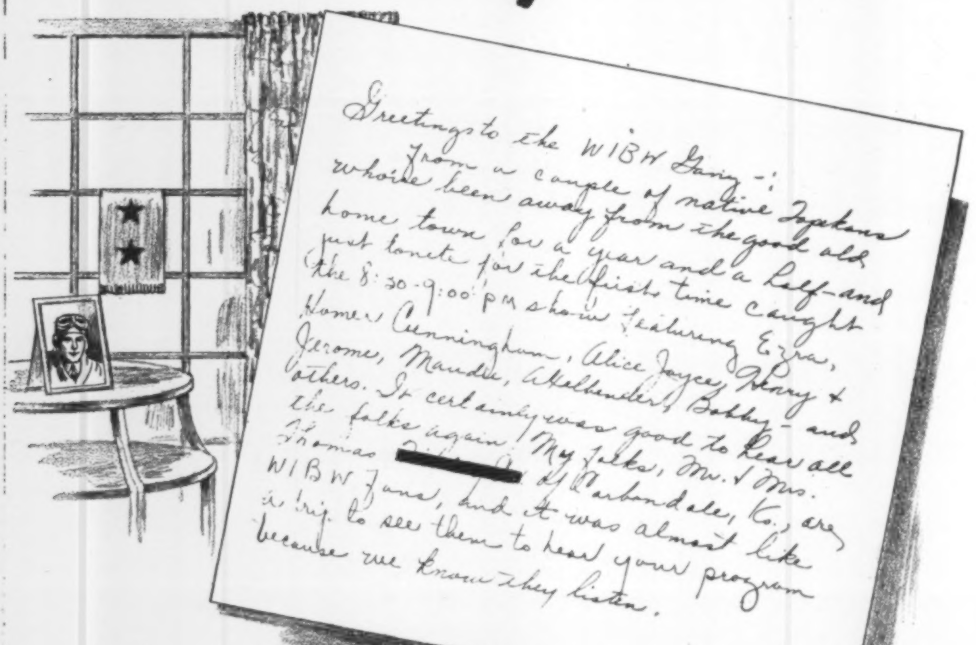
Washington News

What Mr. Petrillo has done officials of other unions can do, and many doubtless will. The result may well be that hundreds of millions of dollars a year will be taken from the public, in higher prices for goods, and paid into union treasuries. So, possibly, the public may be interested to know why it was possible for Mr. Petrillo to win this famous victory.

A month ago, President Roosevelt said he was going to hunt for a law that might be invoked against Mr. Petrillo. It must be assumed that the search failed, if one was made. It could not succeed because Mr. Roosevelt's appointees on the U. S. Supreme Court have held labor unions immune to prosecution under Federal law for almost any conceivable form of trade-restriction, price-boosting activity. And because Mr. Roosevelt has helped union officials to block all efforts by Congress to correct the effect of the Supreme Court decisions.

Ice Cream Plan

BLUE RIBBON ICE CREAM Co., New York, with distribution in the East, has appointed Lester Harrison Assoc., New York, as agency. Spot radio will be used in conjunction with outdoor advertising.



Like a trip Home

Greetings to the WIBW Gang -:
From a couple of native Topekans who've been away from the good old home town for a year and a half - and just tonite for the first time caught the 8:30-9:00 PM show featuring Ezra, Homer Cunningham, Alice Joyce, Henry & Jerome, Maudie, Ahelbender, Bobby - and others. It certainly was good to hear all the folks again. My folks, Mr. & Mrs. Thomas [redacted] of Carbondale, Ks., are WIBW fans, and it was almost like a trip to see them to hear your program because we know they listen.

If we used a thousand words, we'd never be able to do a better job of explaining why WIBW is such a tremendous influence throughout Kansas and well into adjoining states.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

Beverly Loyd, Miss Oregon of 1940, and Carol Worth, 1942 winners, have both found fame and fortune in Hollywood. Now, Thomas Mitchell appears with the first two contestants for the Sixth War Bond drive Miss Oregon title, Doreen Foelker and Bernice Layton, on KGW's "620 Time", authored and produced by KGW staff from the stage of the Broadway Theater.

C. T. HAAS...

CHAIRMAN OF MISS OREGON COMMITTEE

SAYS... The selection of a lovely girl to be Miss Oregon, as a symbol for outstanding public occasions is an honored Portland tradition. Many former winners have become Hollywood and radio stars. For the Sixth War Loan drive, KGW is cooperating with the war finance committee in presenting Miss Oregon candidates on "620 Time", KGW's sparkling weekly bond show at the Broadway Theatre, with famous guest stars. Lovely girls and KGW showmanship make a combination hard to beat. KGW's public service programs are topnotch entertainment.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

U. S. Shows Favored

NOVEMBER national evening popularity ratings for Canada released by Elliott-Haynes Ltd., Toronto, places *Charlie McCarthy* as top program with a rating of 36.5, and 73% of the 49.9 (sets in use) rating. *Radio Theatre* was second with a rating of 35.6, followed by *Fibber McGee & Molly, Album of Familiar Music, NHL Hockey Games* (Canadian program), *Bob Hope, Waltz Time, Treasure Trail* (Canadian quiz show), *Frank Morgan, Aldrich Family, L for Lankie* (Canadian program), *Reader's Digest, Adventures of the Thin Man, John & Judy* (Canadian program), and *Share the Wealth* (Canadian quiz show). First place in the November French-language national program rating goes to *Ceux qu'on Aime* with a rating of 33.5, followed by *Metropole, Les Secrets du Dr. Morhanges, Course au Tresor*, and *Cafe Concert*.

GALVIN MFG. Corp., Chicago (Motorola Radio) announced the appointment of Mueller & Selby, Omaha, as distributor in the Nebraska territory.

Carlin Quits Blue; Silent on Future

Declines Comment on Report He Will Join Kobak at MBS

PHILLIPS CARLIN last week resigned as vice-president in charge of program operations of the Blue Network, announcing no future plans except for a vacation of three or four weeks with Mrs. Carlin in Miami.

Mr. Carlin

Declining to discuss reports that he might follow Edgar Kobak, former Blue executive vice-president who today (Monday) assumes the presidency of Mutual, to an executive post at that network, Mr. Carlin said merely that he had no plans to announce at this time. MBS executives likewise refused to comment on the possibility beyond admitting what was already well known, that they are looking for someone to head the overall news, special events and program operations. Fact was stressed that this would be a new position and that the appointee will not replace the current heads of those individual operations, who are expected to continue in their present posts.

Pioneer Announcer

Starting in radio in 1922 as an announcer on WEAF New York, Mr. Carlin subsequently became manager of the station. When NBC was formed he was named assistant eastern program director of the network, progressing to eastern program director, manager of sustaining programs and assistant to the vice-president in charge of programs.

When the Blue was separated from NBC, Mr. Carlin went to the Blue as vice-president in charge of programs, becoming vice-president in charge of program operations earlier this fall, when Hubbell Robinson Jr. joined the network as vice-president in charge of programming and production [BROADCASTING, Oct. 2]. This was the first change in Blue executive personnel following the appointment of Chester J. LaRoche as vice-chairman and operating head of the Blue a week before. Mr. Robinson went to the Blue from Young & Rubicam, of which Mr. LaRoche had formerly been chairman of the board.

In an exchange of letters between Mr. Carlin and Mark Woods, Blue president, expressing mutual regret at the termination of a long association, Mr. Woods wrote: "We had hoped you would continue in your present position as a member of what we believe will be an outstanding network program and production department, or accept the role of chief officer in charge of television, facsimile and frequency modulation. Your decision not to accept either of these important positions is indeed a disappointment to all of us."

Mr. Kobak was in charge of FM, television and facsimile and also of construction for the Blue during his last month with the network.

New CKTB Ownership

CKTB St. Catherines, Ont., has sold by the estate of the late E. T. Sandell to the Niagara District Broadcasting Co., whose president is Capt. W. B. C. Burgoyne, now overseas with the Royal Canadian Artillery. For the present CKTB will be under the management of H. B. Burgoyne, father of Capt. Burgoyne, and managing editor of the *St. Catherines Standard*. It is understood that the new owner has no connection with the newspaper. There has been no announcement of changing of staff or operations of the station, sale of which has been sanctioned by the Canadian Broadcasting Corp. and C. D. Howe, Minister of Munitions & Supply, Ottawa. CKTB now operates with 1,000 w on 1550 kc., and has been given permission to increase power to 5,000 w under Havana Treaty limits.

KSUB Joins CBS

KSUB Cedar City, Utah, joined CBS Nov. 1. Station operates with 100 w on 1340 kc.

WOOD
GRAND RAPIDS

NBC for Western Michigan

OUTSTATE MICHIGAN'S GREATEST STATION

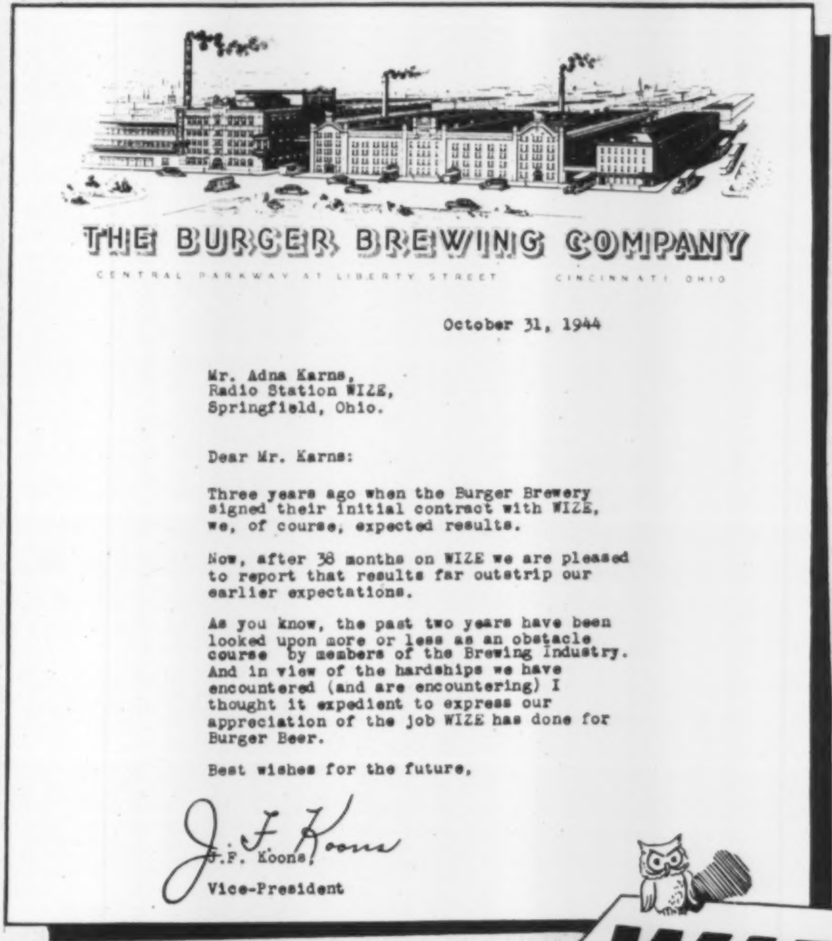
Twice as many GRAND RAPIDS listeners as any other station anywhere

. . . and GRAND RAPIDS is Michigan's greatest market outside Detroit

COVER THE ROME AREA CONSISTENTLY DAY AND NIGHT BY INCLUDING WRGA IN YOUR NEXT SCHEDULE

WRGA
Rome, Georgia
MUTUAL

Another chapter in the WIZE *Success Story*



THE BURGER BREWING COMPANY

CENTRAL PARKWAY AT LIBERTY STREET CINCINNATI, OHIO

October 31, 1944

Mr. Adna Karns,
Radio Station WIZE,
Springfield, Ohio.

Dear Mr. Karns:

Three years ago when the Burger Brewery signed their initial contract with WIZE, we, of course, expected results.

Now, after 38 months on WIZE we are pleased to report that results far outstrip our earlier expectations.

As you know, the past two years have been looked upon more or less as an obstacle course by members of the Brewing Industry. And in view of the hardships we have encountered (and are encountering) I thought it expedient to express our appreciation of the job WIZE has done for Burger Beer.

Best wishes for the future,

J. F. Koons
J.F. Koons
Vice-President

A letter such as this one is indicative of an increase in a station's stature and prestige . . . WIZE does get amazing results, and if you have anything to sell to the Springfield, Ohio market, you too can reach new heights with WIZE.

WIZE

Springfield, Ohio

National Representatives, WEED & CO.

BEFORE SUCH THINGS AS "MONEY-MEN"

C. E. HOOPER • Cincinnati Audience Measurements Percentage of listeners—Nov.-Dec., 1941	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A. M.	48.6	22.4	5.3	11.4	11.4
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P. M.	52.2	25.8	6.6	8.3	6.4
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P. M.	48.2	9.2	24.4	8.5	9.5

Above shows that even back in 1941, WCPO had about as many listeners all day long, as the combined total of 3 other Cincinnati stations.

C. E. HOOPER • Cincinnati Audience Measurements Percentage of listeners—April-May, 1942	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A. M.	41.8	23.0	13.1	11.9	9.0
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P. M.	36.3	23.3	7.2	23.6	9.2
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P. M.	49.1	8.7	25.5	7.3	9.4

Represented by
THE BRANHAM CO.

Affiliated with
The Cincinnati Post

By any yardstick in those years
By any yardstick NOW

WCPO *is Cincinnati's best buy!*

WCPO
CINCINNATI'S NEWS STATION

Purely PROGRAMS

UNITED Nations Institute for Postwar Security met in Cincinnati November 17-18 under the auspices of the Cincinnati Chapter of the Foreign Policy Assn. in cooperation with the *Cincinnati Enquirer* and WLW Cincinnati to consider problems of the victory and of postwar security. General chairman of the institute is James D. Shouse, vice-president of the Crosley Corp. Scheduled to be present at the sessions were Sen. Joseph H. Ball (R-Min.); Harold Butler, with the British Embassy, Washington; Dr. C. M. Chen, former member of the Chinese Cabinet, now with the Chinese Embassy, Washington; Paul Guerin, head of the French office for postwar studies in the U. S.; Vladimir Kazakevich, Russian economist; Dr. Leo Pasvolsky, special assistant to the Secretary, U. S. Dept. of State; Francisco Castillo Najera, Mexican ambassador to the U. S.; Clark Eichelberger, director of the League of Nations Assn. and of the Commission to Study the Organization of Peace.

* * *

Homes for Vets

HOUSING problems of returning servicemen will be aired on *GI Apartment Clinic*, scheduled to start sometime in December on WHN New York. The weekly quarter-hour program will be presented in cooperation with the Civilian Defense Volunteer Office vacancy listing bureau. Designed to assist discharged veterans in locating living quarters in New York, program may have as m.c. former New York Mayor Jimmy Walker. It also is planned to have house-owners furnish the station with lists of available apartments.

YOU KEEP CUSTOMERS
WHEN YOU
KEEP SPOTS
BEFORE THEIR
EARS!
ask a John Blair man
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

'Yank' on NBC

THE Army Weekly, *Yank*, circulated only among the armed forces, will become familiar to civilians through a half-hour program based on its news and editorial columns, to be heard on NBC, Saturday 1-1:30 p.m., beginning Nov. 25. Series will present dramatizations of GI letters, of battle stories written by Yank correspondents; and "fox-hole" discussions. Radio personnel of *Yank* will produce the show under supervision of NBC.

* * *

Vet Case Histories

SO THAT Canadians may know what is being planned and accomplished for returned war veterans, the Canadian Broadcasting Corp. in cooperation with the Dept. of Veteran Affairs is weekly dramatizing on its networks the case histories of men discharged from the services. In *Honorable Discharge* the man or woman whose case history is dramatized is present in the studios for an air interview after the dramatization.

* * *

Music Masterpieces

BORROWING the title from David Ewen's book *Music For The Millions*, WNEW New York now presents a weekly half-hour program of classical music, featuring each week a number selected by a well-known personality who believes serious music should have a wider following. To listeners writing the best letter on their reaction to the disc will be sent copies of Mr. Ewen's book, an encyclopedia of musical masterpieces.

* * *

Swap Program

PROGRAM for "these days of shortages" has been devised by CJAT Trail, B. C., in *Swap Shop*, audience participating half-hour weekly afternoon program to which participants must bring some article to exchange. Each participant called to the microphone exhibits the article to be swapped and a trade arranged with some other member of the audience.

* * *

Garden Tips

WINTER GARDENING series has been started by CBR Vancouver with advice on what to read, what to do in winter for the summer garden. Weekly series includes talks on designing and altering the garden, window gardening, Christmas flowers, early sowings in greenhouses, and similar topics.

LET'S TALK *Turkey*

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA • MONTANA

PUBLIC SERVICE . . . AN OBLIGATION,
A PRIVILEGE, AN OPPORTUNITY

COLD NEWS

MAKES HOT NEWS

. . . *in Southern California*

Several years ago an unexpected frost in Southern California wiped out more than half of the citrus crop . . . cost orchard owners more than *fifty million dollars!* Today, California citrus growers make it their business to stay one jump ahead of Jack Frost.

For five years now, it has been part of KFI's business to help citrus growers do just that.

Nightly at 8 P.M. during the frost season KFI broadcasts detailed frost warnings by remote lines from the Fruit-Frost Station of the U. S. Weather Bureau. By regulating orchard heating operation according to this service, orchard owners now beat Jack Frost to the punch.

Here again is evidence of KFI's policy of adding purposeful local service to its top-ranking program structure. Hence, KFI's undisputed leadership in the rural as well as urban areas of Southern California.

Valuable Weather Chart Developed by KFI

This unique weather chart, printed in four contrasting colors for quick reference and study, outlines all the temperature and climatic zones of Southern California, as well as frost warning districts. Developed by the Agriculture Department of KFI in collaboration with the United States Weather Bureau and farm industry leaders, this new chart offers valuable factual data never before compiled. The United States Weather Bureau recently adopted it as the official definition of Southern California temperature and climatic zones. Offered at the cost of 10¢ to cover mailing and handling, KFI's Weather Chart has already been requested by thousands of agriculturists throughout California.

KFI . . . NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

63,000 FOOTBALL FANS SEE NAVY VS

NAVY GAMES are broadcast exclusi

NAVY FOOTBALL GAMES

Play by play: Bill Slater

Color: Bailey Goss

Sponsored by Atlantic Refining Co.

NATIONALLY REPRESENTE

XUM

VS NOTRE DAME IN BALTIMORE STADIUM

usi ely over WBAL in the Baltimore area

POWERFULLY
PROGRAMMED

NATIONAL SPORTS PARADE

with Bailey Goss--6.05 P.M.
and 11.05 P.M. Daily

Sponsored by National Brewing Co.

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S
GREAT RADIO STATIONS

EDWARD PETRY & CO., Inc.

XUM

Editorial

Jimmy's 'Spike Fence'

JAMES CAESAR PETRILLO has done it again. He is now the most powerful labor leader in the country, dollar-wise. The capitulation of RCA-NBC and CBS to Jimmy's private WPA on recordings, in Jimmy's own words, "is the greatest victory for a labor organization in the history of the labor movement". He has set a precedent by which all labor unions, using a variation of the same private tax system, can saddle on the public extortionate imposts, unmolested by Uncle Sam.

RCA Victor, NBC Recording and Columbia Recording can't be criticized for their surrender. It was that or termination of their recording businesses. Jimmy was *that* powerful. He was strong enough to tell all and sundry, Congress, the courts, the NWLB and the President himself that, war efforts to the contrary, his musicians wouldn't record unless the companies submitted to his private WPA.

Jimmy estimates his union will realize about $4,000,000 a year from his tax system. He discloses he won't decide what will be done with the money until he gets a couple of million in bank. He is responsible to no one as to how he uses that money. Evidently he can perpetuate himself in office and is no longer wholly dependent upon AFM membership. He even forced RCA-NBC and CBS to agree to onerous provisions which allow Jimmy to terminate the recording agreements at his will. If they say things he doesn't happen to like, Jimmy opines, he will break off relations "and leave them to die by their own nefarious schemes".

That's bitter medicine in a democracy. But Jimmy gets away with it because an impotent or unwilling Government permits him to and because the law leaves him scot-free. It isn't a case of having slipped one over either; Petrillo's thundering stampede has evoked a heavy and consistent barrage of editorial criticism.

Obviously other labor leaders will emulate Jimmy. He has established a vast power which permits labor unions to extort a private tax on every item of commerce produced by union workers. The return from such taxation would be many-fold that gathered in by unions in membership dues. In one quarter Jimmy was quoted as having said that he intended to build up the AFM treasury to 100 million dollars.

In past labor negotiations, the networks invariably have been the first to come to grips with the labor unions, setting the pace. There have been frequent accusations that the networks have "sold the stations down the river". Certainly in this instance there is no such attitude. The network companies (the networks themselves were not involved) exhausted every conceivable avenue in attempting to stave off establishment of the repugnant principle of direct payment to a labor union on a "make-work" base. It was a courageous stand, but a crushing defeat.

Jimmy, by forcing the recording agreements, has completed another segment of his "spike-fence" encirclement of radio. First he evolved his "Schedule A" agreement with networks and affiliated stations. If an affiliate does not hire a fixed quota of musicians as Jimmy dictates, he declares that station "unfair" and he can prevent network service to it, under threat of pulling the plug on the networks insofar as music is concerned.

He now has complete control over transcriptions, too, blocking another important program source. Segment 3 is the platter-turner issue. If successful, the encirclement will be complete, for then not even phonograph records could be performed, since AFM members would be the only ones authorized to engage in the arduous and highly-skilled function of placing a turntable arm on a record and of turning the platter.

In view of Jimmy's rebuffs, the Administration's face must be red. Certainly the NWLB has been humiliated. Congress has been humbled. The courts find themselves powerless.

Perhaps Congress, which makes the laws, will see the light.

Shades of Cameron

FOR YEARS Henry Ford intermittently has been a radio problem child. He wants to use the medium, but evidently insists upon dictating how, presumably as he does at his plants, which are remarkable for their production output and mechanical proficiency. But radio isn't susceptible to the same kind of control.

There was the situation, of unpleasant memory, involving William J. Cameron on the Ford *Sunday Evening Hour*. The program was dropped by CBS when Mr. Cameron's talks brought complaint. Mr. Cameron was an official of Ford—not a commentator or newsman. He talked about issues, not products or production.

Mr. Ford was inveigled back into radio with his *Watch the World Go By* on the Blue several years ago. Earl Godwin, an accredited newsman, made quite a job of it for quite a spell. He left the program for reasons still somewhat hazy. Then came Elmer Peterson, likewise an able correspondent, and after a relatively brief tenure he was succeeded by the competent Ray Henle. After a few weeks, Mr. Henle was off.

Mr. Henle's successor was Clifford Prevost, former *Detroit Free Press* Washington correspondent and ex-president of the National Press Club. He was one of the capital's top-flight journalists until he turned in his press credentials earlier this year to join the Ford company as its Washington representative.

The question of integrity or responsibility doesn't enter here. Cliff Prevost is a respected and highly popular *former* newspaperman. But he is an employe of Ford who appears on the Blue Network as a radio commentator and Washington correspondent. Even with the most objective handling, there are bound to be complaints—from labor if perchance he slants a particular situation; from a political party if he emphasizes one development only.

Now we learn that Mr. Prevost has been detached and, after December no longer will be heard as a news voice representing Mr. Ford's interests. There is apparent here the suggestion that what a commentator says must have "front office" approval, whether the commentator is legitimately a news hand or ostensibly so. Pure journalistic principle augurs against the dictation of radio news policy by sponsors. Radio cannot condone such a trend.

News is a commodity but it is a commodity of newsmen, not sponsors.

Our Respects To —

ARTHUR CAMPBELL STRINGER

"I ALWAYS keep four or five balls in the air at the same time," says Art Stringer, as he describes his NAB activities. "They call me Director of Promotion. But, hell, I don't direct, I promote."

And throughout his career he has run the gamut of promotions—cheesecake, food, mosquitoes, newspapers, radio, war.

Now that he is promoting for the NAB, the bulk of the war work of that organization falls to his lot. "Four or five balls" is a gross understatement. While he circulates around his office in Washington—blue with cigar and pipe smoke—you can almost see the balls he juggles reflected in the pictures, posters, signs, all over the walls. Behind his desk hangs a large framed parchment signed by the Chief Signal Corps Officer, Maj. Gen. Harry C. Ingles.

The Chief Signal Officer, the citation reads, extends his appreciation to Arthur Stringer "for loyal and patriotic services rendered the Signal Corps of the Army of the United States during a period of national emergency. . . . Your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps."

This tribute was paid Mr. Stringer for conceiving, organizing and completing the technical training program for the Signal Corps in cooperation with 900 stations. The campaign resulted in the training of some 50,000 men. He received the award at the August NAB Executives War Conference in Chicago.

Art Stringer's war activities began in 1940 when a Civil Service representative approached him to recruit immediately 100,000 skilled workers for arsenals and shipyards. "We've tried every means we know of," the official said, "now we are asking radio's help." Art contacted innumerable stations, and they all pitched in with a spot announcement campaign that drummed the cry for help into listeners' ears from morning to night.

Not only were the 100,000 recruited, but within the next 18 months radio recruited 1,600,000 workers as the need grew.

After that success, recruiting officers from the Navy, Army, Marine Corps, Coast Guard, Merchant Marine all beat a path to Art Stringer's door. This was before the OWI allocation plan started. The stations did such a job of recruiting by air that "at no time did there fail to be a backlog of volunteers, until volunteering was stopped by some of the services." Helping, of course, were the scheduled programs of the radio departments of the armed services, but most of the recruits are believed to have been procured by the spot

(*Continued on page 40*)

SUCCESS
SUC

...INDELIBLY STAMPED

on WMFM "Tested" Programs!

Four years of FM pioneering has resulted in "tested" programs, now available to do an outstanding job for you on WMFM.

These programs range from carefully planned news broadcasts to transcribed musical shows, to production programs featuring full orchestras and outstanding soloists.

Whatever your product, whatever your need, WMFM's staff of FM pioneers stands ready to work with you.

WMFM can and will build prestige and stimulate sales for you in the fertile Wisconsin market. That ability will be attested to by an impressive list of national and local advertisers.

WMFM

THE MILWAUKEE JOURNAL FM STATION

More

THRIFT
That is the
inherent
trait of the
canny Scot

More

THRIFTY
is the dollar spent
on WHBQ. We
stretch small budgets over this
large market with
greater elasticity
than any other
Memphis Station.

Memphis Is America's largest producer of Hardwood flooring.

SOUTH'S 24-Hour Station
WHBQ
Bob Alburty, General Manager
Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

Our Respects to

(Continued from page 38)

campaigns Mr. Stringer, with the NAB, brought together station representatives at the start of the war and in one day had them work out their equipment needs for the year. The full report was handed Donald Nelson the next morning after the conference—complete on three sheets of paper. The industry got its requirements.

Similarly, through Art Stringer's efforts, the industry came to an understanding with the WPB for necessary materials to maintain a minimum of one radio set per family for the duration. "We followed through on it to make the understanding stick," he says.

He has also promoted the employment of women in radio.

Art's promotional activities began in his college days when he covered the U. of Chicago campus for the Chicago *Journal* and *American*.

His day started at 6:05 six days a week with the city desk calling to give him as many assignments as he could do before his first class at 8:20. "I got paid double for exclusives and could always get cheesecakes of the coeds in the papers," he recalls. "That was the only time in my life when I was making all the money I wanted to spend."

Art was graduated from Chicago U. along about 1919, with a Bachelor of Philosophy degree. He worked for seven years in advertising with the *Chicago Tribune*, stayed two and a half years with the Gorgas Memorial Institute as associate director, and of course, promoter. The institute was devoted to medical research in Panama.

At various times he has been with WMAQ Chicago, WLW-WSAI Cincinnati, business manager of the Chicago Broadcasters Assn., organizer of Radio Editors Assn. which was responsible for start of better press relations with stations, and director of public relations of the Radio Manufacturers Show Assn.

Radio Fair

The RMSA had a "Radio World's Fair" twice yearly—one in New York, one in Chicago. It was the joint promotion of manufacturers, jobbers and broadcasters. There was nothing sold at the exhibition, but "sales really skyrocketed during and for a period after the shows," Mr. Stringer says. For one of the radio programs from the fair, Ford, Firestone and Edison were all on the air together, largely through Art Stringer's efforts.

He joined the NAB in 1939 and has been promoting with the broadcasters ever since.

Art was born in Battle Creek, Mich., March 2, 1897. He married the former Frances Sugg of Tennessee. They have a boy, Arthur Jr., 16, and a girl, Lewis Tipton, 14. He belongs to the Shrine and is a member of Kenwood Country Club near his home in Washington. Sigma Nu is his fraternity.

At present he is deep in production plans for a world-encircling series of recorded programs, requested by Gen. Eisenhower, for troops in every war theatre. Stations all over the country are making the discs, which are designed to bring the home town to the battlefront.

This is the main iron in the Stringer fire now, though there are still reams of papers and letters and endless calls in connection with other projects. "But I like activity," says Art, "promoting things, juggling four or five balls in the air at the same time."

WIDE RADAR USAGE FORESEEN BY EVANS

ELECTRONIC developments now employed in military radar equipment hold promise for more than a dozen major application in postwar entertainment and industry, Walter Evans, vice-president in charge of all radio activities of the Westinghouse Electric & Mfg. Co., told a forum of the Baltimore Assn. of Commerce last Tuesday.

Mr. Evans

Speaking of television developments Mr. Evans said, "It is our considered belief that all of the technical answers are on hand for a useable and acceptable television system. This includes the probability of a reasonably priced receiver and a practical means of getting shows across the country by means of radio links or one of the more recently developed types of metal conductors."

No difficulties are envisioned because of insufficient productive capacity. Mr. Evans pointed out that in the case of Westinghouse Radio Division, with headquarters in Baltimore, the output of radio and allied electronics apparatus "has been stepped up 51 times since a state of emergency was first declared".

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *July - August, 1944*

THE FIGURES TELL OUR STORY ... *a real radio buy*

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	A	WGRC	B	C
	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	A	WGRC	B	C
	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 - 10:00 P.M.	A	WGRC	B	C
	33.7	17.9	35.5	11.6

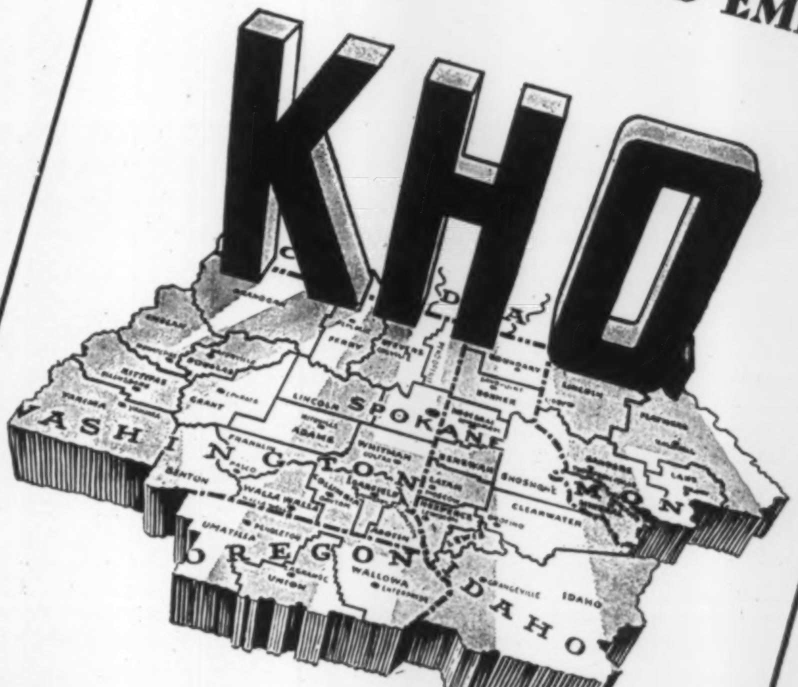
WGRC *Mutual*

LOUISVILLE'S TRADING AREA =47% OF KENTUCKY'S POPULATION =57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

"Gee, boss, WFDF Flint sure gave a swell description of you."

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE


KHQ
WASHINGTON
SPOKANE
OREGON
IDAHO
MONT.
LINCOLN
ADAMS
WHITMAN
GRANT
KITTITAS
YAKIMA
FRANKLIN
BENTON
UMATILLA
WALLOWA
UNION
LATAH
CLEARWATER
SHOSHONE

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Giants of Power—from the Inland Empire—for the Inland Empire. They build 'em big in Inland Empire shops—to better transport the big loads that swelled Department Store sales for August to an increase of 12% over the previous year. KHQ, too, is a Giant of Power. With its Complete Coverage, it captures this rich market at the cost of just one medium.

Personal NOTES

HUGH FELTIS, general manager of KFAB Lincoln, Neb., on Nov. 15 addressed the Chicago Radio Management Club on the new Broadcast Measuring Bureau approved by the NAB board.

PAUL GOULD, manager of WLIB New York, and **ADELE LEVINE**, were married Nov. 5.

EDGAR KOBAK, newly appointed president of Mutual, is to address the fourth annual American Nobel Anniversary dinner to be held Dec. 10 at the Astor Hotel in New York. Other speakers include **KENT COOPER**, AP executive director, and **JOHN W. STUDEBAKER**, U. S. Commissioner of Education. New Nobel Prize winners and Nobel Laureates residing in this country will be presented at the dinner, arranged by the American Nobel Anniversary Committee, New York.

JOHN M. RIVERS, president of WCSC Charleston, S. C., has been appointed chairman of the Charleston County committee for the Sixth War Loan Drive.

M. L. (Spike) TYLER of the M. L. Tyler Co., Boston, has been appointed representative in Massachusetts, Rhode Island, Vermont, New Hampshire and Maine for WOR New York.

WILLIAM J. SCRIPPS, former general manager of WWJ Detroit, founder of the station, and a director of the *Evening News* Assn., has been promoted to a major in the Army Air Forces Communications Branch. Maj. Scripps has been on active duty for nearly three years and served a six-month tour in North Africa.

LT. (jg) JOHN H. MITCHELL, formerly of the sales service department of Mutual New York, is now stationed in Norfolk where he is Coast Guard Civil Readjustment officer of that area. He took part in the invasions of Saipan, Tarawa, the Mariannas and Kiska.

LEONARD C. TRUESDELL, former sales manager of Crosley Corp's. radio and appliance division, has been named general manager of Bendix Aviation's radio division, with headquarters in Baltimore.

NELSON ROSS, formerly of WIBA Madison, Wis. is head of the newly reorganized sales staff at KTBC Austin, Tex.

PAUL MYERS, former WWVA Wheeling, W. Va. sales representative, is now quartermaster, 3d. class aboard an LST in the South Pacific. He is also ship's photographer.

KING MITCHELL, account executive of KIRO Seattle, has resigned to join KTBI Tacoma.

Daniel Promoted

R. CLIFTON DANIEL has been promoted from program manager to station manager of WCAE Pittsburgh. Mr. Daniel joined WCAE in 1935 as an announcer and was given the post of program director in 1937 after having handled production, scripts and the job of chief announcer. Announcement of the promotion was made by Leonard Kapner, general manager of both Hearst Radio Inc. and WCAE.

Mr. Daniel

G. S. (Pete) WASSER, manager of KQV Pittsburgh, under the former Brennan ownership, is now vice-president and general manager of the station under its new ownership, transfer to which was approved by the FCC Nov. 9 [BROADCASTING, Nov. 13].

BEHIND *the* MIKE

MILTON CHASE, WLW Cincinnati Far Eastern observer since May 1942, is returning to the Philippines as war correspondent attached to Gen. MacArthur's headquarters. He left Cebu in the Philippines on a Norwegian freighter 10 days after the attack on Pearl Harbor.

MIMI TREPEL, former assistant music librarian of WLIB New York, has been named assistant to **EDDY BROWN**, musical director.

BOB LEWIS, m.c. of *Start the Day Right* on WNEW New York, on Nov. 20 moves to WEAF New York to conduct comedy and record program *Listen to Lewis*.

MALLORY KERRY, formerly a supervisor in the guest relations department of NBC, has been transferred to the script division as a policy reader.

LT. COMDR. RICHARD Z. VELZ, former production manager of WRNL Richmond and until last week attached to the Radio Section, Navy Public Relations, is now public relations officer of the Naval Air Station, Bunker Hill, Ind.

AL BLUM of WMFF Plattsburg, N. Y. has joined the announcing staff of WTRY Troy.

DON FAUST, formerly of WXYZ Detroit and WOL Washington, has joined the anohncing staff of WIND Chicago replacing **JIM REEVES**, who has left for Philadelphia to be with his ailing father.

FRANCIS SPENCER, formerly of WHK Cleveland, and **BILL HAMILTON**, formerly of WIND Chicago, have joined the announcing staff of WAAF Chicago.

LUCILLE VON URFF, former producer in the CBS television department, has joined Evelyn Gerstein Assoc., New York publicity firm.

LEE LAWLEY, announcer at KPRO Riverside, Cal., has been promoted to program director. He was formerly narrator for the 84th Infantry Division and before entering service was at KLO Ogden, Utah.

LES CARMICHAEL, formerly production manager of WFOR Hattiesburg, Miss., has joined the announcing staff of WMBD Peoria. **AL KOHN** comes to the WMBD announcing staff from nine years of radio experience at WSMB New Orleans, KRMB Shreveport, and WQBC Vicksburg. **JEAN DETRICK**, recently of the continuity department of KGGF Coffeyville, Kan., is now a continuity writer at WMBD. **HARRIETTE WHITESIDE** new to radio, has joined the WMBD copy staff.

WEBSTER L. BENHAM Jr. is now sales promotion manager and public relations director for KOMA Oklahoma City.

CYNTHIA COYLE, continuity editor of WAAF Chicago, has been promoted to program director.

HARRY JORDAN, formerly of KOMO-KJR Seattle, has joined KEVR Seattle as newscaster. **DON PORTER**, formerly announcer of KFWB Hollywood, has also joined KEVR.

ALBERT B. ULRICH, NBC Hollywood producer, has been appointed manager of network's western division continuity acceptance department. He replaced Wendell Williams, named program manager of KPO Francisco.

TERRY BRICK, script writer at WWL New Orleans, has moved to New York with her family but will continue to write script for the *Tip Time* program heard on WWL Monday through Friday, 1:45 p.m. Her place on the air has been taken by **ALINE RICHTOR STEVENS**, member of the WWL dramatic staff.

ALAN FREED, newscaster of WKBN Youngstown, O., has been named program director of WKST New Castle, Pa. Mr. Freed is also slated as program director of the newly applied-for Blue Network station, WARC Rochester.

PFC. JOHN TOEMLER, former staff member of WCKY Cincinnati, has been cited for bravery under fire in France.

RUPE WERLING, production manager of WIBG Philadelphia, is now a Doctor of Metascience, a therapy of radio activity of the body.

DUFF BROWNE, former assistant continuity editor for Texas State Network, is now continuity editor for KWK St. Louis. Also new to KWK are **JEROME TRAUB**, discharged from the Army Air Corps, now assistant news editor; **RICHARD LAWRENCE**, production manager; **FRANK DOYLE**, announcer.

Benny Goodman

BENNY RIDES AGAIN	Col	55001
FLYIN' HOME	"	35254
LET'S DANCE	"	35301
	"	36224
PAGANINI CAPRICE XXIV	"	36411
CLARINET A LA KING	OK	6544
MISSION TO MOSCOW	Col	36680
YOURS (Quiereme Mucho)	"	36067
GOOD ENOUGH TO KEEP	"	36099

B.G. is truly one of the musical greats. Long respected as a discoverer of talent, Benny has had in his band Gene Krupa, Harry James, Lionel Hampton, Teddy Wilson, Bunny Berigan, Mel Powell, Cootie Williams, and Ziggy Elman.

His band has appeared in Carnegie Hall; Symphony Hall, Boston; and Ravinia Park, Chicago. Goodman has appeared as clarinet soloist with the Budapest String Quartet; NBC Symphony; Lewisohn Stadium Orchestra, and others.

These are but eight of the sixty-one BMI-cleared titles you may use which Benny Goodman has recorded!

BMI

NEW YORK CHICAGO HOLLYWOOD

YOUR TEAM MIGHT WIN A COMPLETE BASE-BALL GAME IN ONLY 51 MINUTES*—

BUT-YOU'LL NEVER WIN WESTERN MICHIGAN FROM DETROIT OR CHICAGO!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 9:00 A.M. to 12 Noon, Monday through Friday:

WKZO	45.8%
STATION B	13.9%
SIX OTHERS	35.4%
MISC.	4.9%

If you are "rooting" for your radio programs to cover Western Michigan from such distant cities as Chicago or Detroit—well, honestly, Mister—you're kidding yourself.

The center of the really big and self-contained Western Michigan market is 150 or more miles from either of those cities. Too many miles—even if we didn't have a really tough fading condition in these parts.

Western Michigan gets its CBS entertainment from WKZO—the nearest, clearest and most listen-able CBS outlet. Would *you* tune to a station 150 miles away, if you had an excellent 5000-watter practically in your backyard?

* The N. Y. Giants beat the Phillies 6 to 1, in 1919, in exactly 51 minutes!

WKZO

5,000 Watts
590 KC
CBS

KALAMAZOO

strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

ALLAN HUGHES, formerly assistant program manager of KOA Denver, has joined the NBC spot sales department as assistant to **WILLIAM C. ROUX**, assistant manager. **MR. HUGHES** replaces **ROY PORTEOUS** who has joined the promotion staff of WEAF New York.

BARNES H. NASH, program director of KTBC Austin, Tex., is the father of a girl.

ROBERT ST. LAURENCE has joined the announcing staff of WIOD Miami. **GUY BUTLER**, sports editor of the *Miami Daily News*, has been named sports commentator at WIOD.

LT. ROBERT GARRED, USNR, former CBS Hollywood newscaster, after 12 months' duty in South Pacific war area, has reported to Naval Air station at Quonset Point, R. I. **LT. (jg) CLARK GEORGE**, formerly of the network's West Coast press relations department, after 16 months in the Atlantic and Pacific Armed Guard Service, has returned to Hollywood on a 30-day leave. **EARL WENNERGREN**, also formerly of CBS Hollywood publicity staff, after two years in and near New Guinea with the Fifth Air Force, has returned to the U. S. and is awaiting reassignment at Santa Monica (Cal.) Redistribution Center.

LIONEL RICAU, newscaster, sponsored by Studebaker on WSM Nashville, is the father of a girl.

WILLIAM BURCH, formerly lieutenant with AAF, has rejoined NBC Hollywood production staff.

ARCHIE PRESBY, announcer of NBC San Francisco, has been transferred to network's Hollywood staff.

Zurhorst Named

CHARLES ZURHORST, director of public and press relations for WOL Washington, has resigned to join Theodore Granik, originator and moderator of *American Forum of the Air*, as his assistant and press representative for the program. He will continue to act as press representative for Fulton Lewis jr. and sportscaster Russ Hodges. A special citation was awarded to Mr. Zurhorst last week by Wilmer J. Waller, chairman of the District of Columbia War Finance Committee for his past and current work in connection with War Bond Drives in Washington.

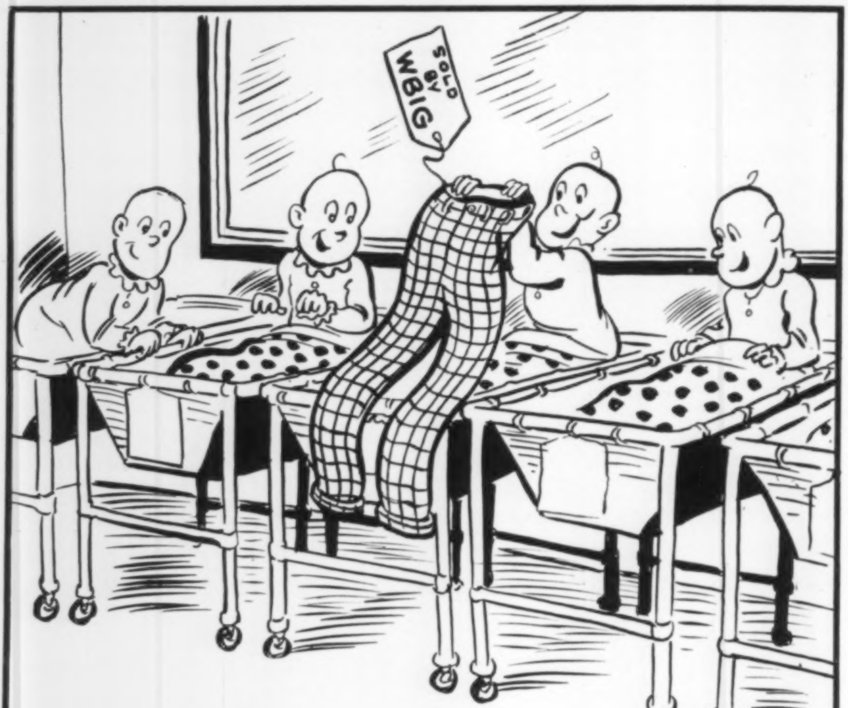
White on WRC

JAMES DODGE WHITE, former Associated Press Far Eastern correspondent, is doing a series of news commentaries on WRC Washington Sundays at 11:05 p.m. on which he will review the effect of the week's news on the Chinese situation and will discuss the mobilization of Chinese resources.

CLIPPING from BROADCASTING announces to Maj. Joseph L. Smith (r) of WJLS Beckley, W. Va. and Maj. James T. Quirk of WFIL Philadelphia that they are now neighbors on the 560 kc frequency, following FCC action. Both are with the 12th Army in France.

RADIO ADVERTISING CO., New York and Chicago, has been named to represent WKAT Miami Beach.

IT TAKES KNOW-HOW AND PRESTIGE



TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. WBIG CBS
GREENSBORO, N. C.
Represented by Hollingberry

Cline Appointed As War Loan Aid

Nets, Stations Stage Special Shows to Promote Campaign

WITH further developments on network activities and plans for the $14,000,000,000 Sixth War Loan Drive started today (Nov. 20), Robert J. Smith, chief, radio section, Treasury War Finance Division, announced appointment of William R. Cline, assistant to Glenn Z. Snyder, general manager of WLS Chicago, as special liaison for Treasury between OWI and the networks in the staging of special broadcasts for the Sixth Loan. Mr. Cline was formerly sales manager of WLS and with the station most of the time since 1931. His services have been loaned to War Finance by Burridge D. Butler, president of WLS.

Mr. Cline

All of the four major nets presented special separate programs during consecutive half-hours on the eve of the Drive (Nov. 19) and also combined facilities for a message from the President, opening the Campaign. In addition CBS was to present live Lynn Murray's *Liberation Cantata*, using original talent except for substitution of Martin Gabel for Frederic March. Program was originally recorded for Treasury.

Special Programs

George Burns and Gracie Allen are taking their CBS program on a four week tour of major cities in behalf of the Sixth Loan, with first broadcast Made Nov. 14 from Boston. Nov. 21 show will originate from New York while following Tuesday night programs will be aired from Philadelphia and Cleveland. Jose Iturbi is slated to guest star on the Philadelphia broadcast which has been designated as Philadelphia's official War Bond Rally. The Cleveland broadcast on Dec. 6 will be part of the *Cleveland Press* Christmas Show.

Sec. of Treasury Morgenthau and Adm. Ernest J. King were to speak on the Nov. 18 Blue *Meet Your Navy* show, originating from Navy Pier, Chicago, officially opening the Navy's "Pacific Theatre" Sixth Loan exhibit. Mutual Nov. 20 9-9:15 p.m. plans to present Sec. Morgenthau who will speak from the dinner at the Waldorf-Astoria of the New York State War Finance Committee. From 10:15-10:45 p.m. same evening MBS also plans to air special *Unity Show*, featuring high-ranking representatives of labor and management.

Typical of individual station promotion, WOR New York in addition to its Mutual activities has planned War Bond rallies in neighboring communities as well as a "Treasury Hunt" contest during the last week of Drive.

PEOPLE

ARE NEEDED WITHIN THE COVERAGE AREA OF A RADIO STATION!

WHN-with its 50,000 watts...covers more than 11.6% of all the people in the entire United States....

Actually 15,398,401 in guaranteed coverage area!

WHN—the station that specializes in SPORTS—MUSIC—NEWS also offers such outstanding features as CLEM McCARTHY RACING RESULTS, EXCLUSIVE N. Y. GIANTS FOOTBALL, REUTERS BRITISH NEWS DISPATCHES, DICK GILBERT-singing disk-jockey-GLOOMDODGERS-daily variety show ***plus many other top shows!***

(Sold out?--not quite!)

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU

WHN
NEW YORK

XUM

IT TAKES an AIR BORNE ARMY to envelope THE ENEMY!

IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Radio Advertisers

WHITEHALL PHARMACAL Co., New York, a division of American Home Products Corp., has named Joseph Jacobs Jewish Market Organization, special merchandising and advertising counsel in the Jewish field, for Anacin, Freezone, Hill's Cold Tablets, BiSoDol, Kolynos tooth powder and tooth past and New Hair Groom. Radio will be used.

SEARS, Roebuck & Co., Los Angeles, in a pre-Christmas, Southern California campaign, on Nov. 13 started for six weeks, using a weekly total of 240 transcribed announcements on 12 stations. List includes KFI KECA KMPC KRKD KFWB KFVD KFOX KFAC KPAS KWKW KGER KGFJ. Agency is The Mayers Co., Los Angeles.

NEWELL-GUDRADT Co., San Francisco (Stryker's soap), on Nov. 6 started sponsorship of 15-minutes of news, Monday thru Friday 4:15-4:30 p.m. (PWT) on KFRC San Francisco. Contract is for 52 weeks. Agency is Erwis Wasey & Co., San Francisco.

F & F Laboratories, Chicago (cough drops). has appointed Olian Adv., Chicago and St. Louis, to handle a spot radio test campaign.

RALPH M. WATTS, former account executive of H. W. Kastor & Sons, Chicago, has been named advertising manager of Igleheart Bros., subsidiary of General Foods Corp., New York, and manufacturer of Swans Down Flour.

CONSOLIDATED Products Co., Danville, Ill. has named Robert Q. Hammer merchandising director. Mr. Hammer will devote his time to sales promotion and dealer service.

GROVE Labs., St. Louis, is sponsoring *Korn Kobblers*, Frederic W. Ziv transcribed show, on WOW Omaha, and KPO San Francisco.

Kraft Revision

KRAFT CHEESE Co., Chicago, has revised program format for NBC *Kraft Music Hall* Nov. 9 to eliminate all non-musical features. Although policy of studio audience has been retained, applause is limited to beginning and end of the show. Eugene Baird has been signed as feminine vocalist with Bing Crosby. New choral group with Charles Henderson, director, has been added. John Scott Trotter continues as musical director with Ken Carpenter, announcer. Ezra MacIhtosh is producer for J. Walter Thompson Co.

SCHALK Chemical Co., Los Angeles (Hydro Puro-cleanser), has started using daily participation in Peter De Lima-news commentary, on KFI. Contract is for 13 weeks. Agency is Erwin, Wasey & Co., Los Angeles.

SCHOENHOFEN-EDELWEISS Brewing Co., Chicago (Edelweiss Beer), on Nov. 9 began sponsorship of an hourly program of late evening news and transcribed music, 12 midnight-1 a.m. (CWT) on WMAQ Chicago six times weekly. Oliver Morton, manager of NBC central division local and spot sales department, announced last week that this period has been purchased for the first time. Eight-week contract was placed by Olian Adv., Chicago.

ALL STATE INSURANCE Co., Chicago, on Nov. 20 starts one-minute spot announcements, eight weeks, through Ruthrauff & Ryan, Chicago, on following Virginia stations: WBTM WRVA WMBG WGH WTAR WSAP WDBJ WCHV WLVA.

TRANSCRIBED radio edition of its magazine is sponsored by *Field & Stream* on WBBM Chicago, 10:45 p.m. Friday and WCCO St. Paul-Minneapolis, 10:30 p.m. Sunday. Program is produced and placed by Kircher, Lytle, Helton & Collet Adv. Agency, Dayton, O.

WM. CAMERON & Co., and Ideal Co., Waco, Tex., have appointed Grant Advertising Inc. to handle their advertising campaign. Radio will be used.

Get up, Silas dear — it's morning!
Durn! Musta forgot and turned WDAY off last night!

The rich Red River Valley lives by WDAY. 15,174 telephone calls recently found 59.5% of all radio sets tuned to WDAY—with the next "competitor" having 6.8%! Write for the full details of this most interesting Survey. Or ask Free & Peters.

WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

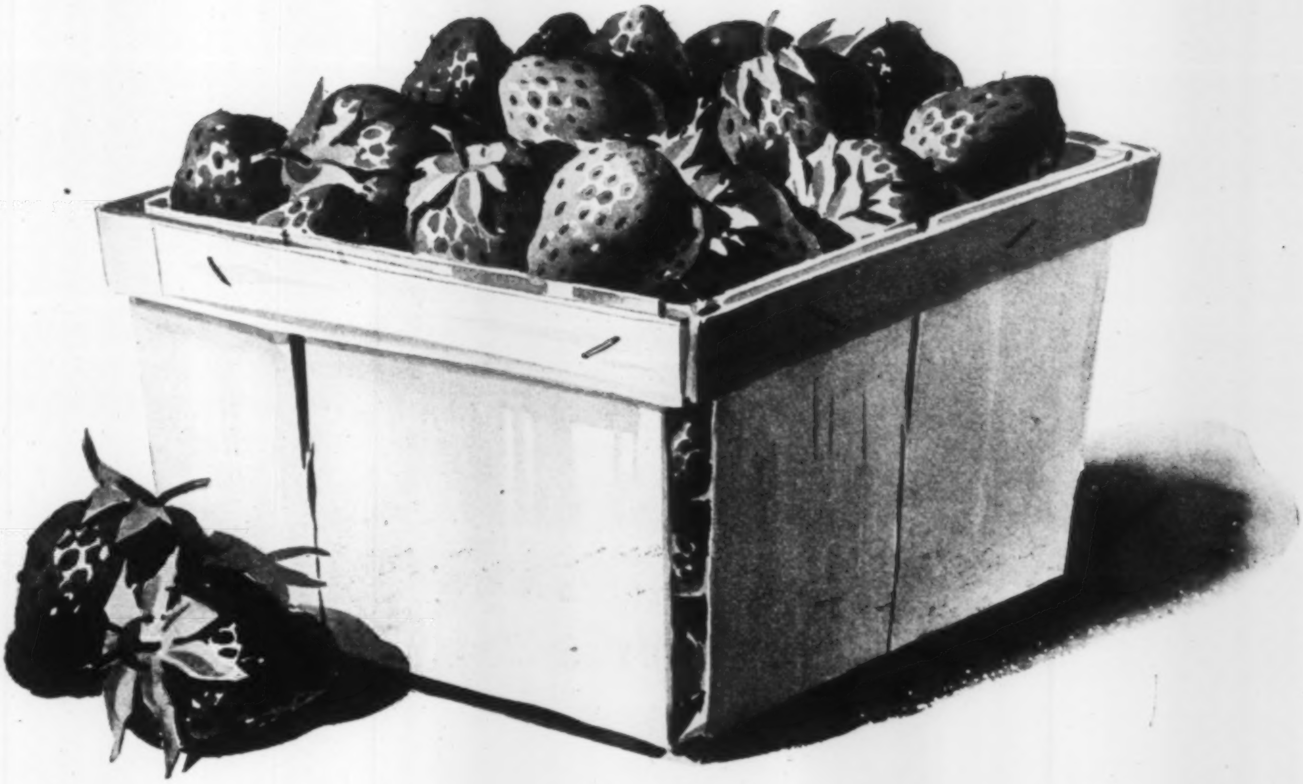
check these answers to your recording problems

√ 24 HOUR SERVICE on direct cut copies of your recordings

√ AIR CHECK SERVICE "as others hear it"

√ COMPLETE FACILITIES for spot announcements, remote pickups, service on all recording problems. *For further information, write . . .*

U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.



Are they as good underneath?

WATCH A SMART HOUSEWIFE go marketing, and you'll find she always checks the strawberries *beneath* that luscious top layer . . . just to make sure the quality's the same throughout.

That's the wise way to choose a transcribed library, too!

A display of some top names presents a tempting picture—but what you also need, just as vitally, is solid and useful radio material *all along the line.* A few "peaks" don't make up for a lot of valleys! There are a lot of hours in the day . . .

It's the ASSOCIATED LIBRARY that consistently gives you, not just playing hours but *paying* hours—*more* hours of big-time, big-audience *radio* music than any other library!

You've got a real story to tell clients when you can offer today's radio headliners, in elaborate network-caliber productions, on ASSOCIATED top-quality, vertically-cut transcriptions. Why not get the story now?

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.

FIRST

with
NATIONAL
SPOT and
LOCAL
TIME
BUYERS

Not just
this year—
But,
every year,
Continuously

WRC
Represented by NBC Spot Sales
Washington

EDGAR P. LEWIS & Sons, Malden, Mass. (candies), has placed its advertising account with Glaser Adv., Boston. Plans are said to include radio.

BARBASOL CO., Indianapolis, has started a quarter hour sports review thrice weekly featuring Bert Wilson on WIND Chicago. Till forbid contract was placed by Erwin Wasey & Co., New York.

ELECTRICAL RESEARCH Labs., Evanston (Sentinel Radio Co.), on Nov. 4 began sponsorship of one 5-minute sports news show weekly on WENR Chicago. Contract was placed by Evans Assoc., Chicago.

BATTLE PHARMACEUTICALS Co., Toronto (vitamins), has started announcements on a number of Canadian stations. Account was placed by Tandy Adv. Agency, Toronto.

DOMINION GOVERNMENT, Dept. of Veterans Affairs, Ottawa (rehabilitation), has started weekly quarter-hour transcribed programs on case histories of veterans rehabilitation on a large number of Canadian stations. Account was placed by Stewart-Lovick, Vancouver.

Freer to Address Club

ROBERT E. FREER, chairman, Federal Trade Commission, will speak Nov. 20 on "Truth in Radio Advertising" at the luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt in that city.

VALLEY OFFICE SUPPLY Co., Bakersfield, Cal., has started a weekly five-minute commentary on KERN Bakersfield. Series features the origin and other details concerning various merchandise. Contract is for 26 weeks.

H. C. CAPWELL Co., Oakland, Cal. (department store), in addition to its current radio schedule has started sponsoring a weekly dramatized program *Outposts of Victory* on KROW Oakland. A presentation of the special information office of Pacific Overseas Air Service Command, series comprises dramatic stories of that service branch overseas.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

Sell America's New Industrial Frontier With
WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity according to Sales Management, and has topped all S-M High Spot Cities for nine consecutive months.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL Knoxville
NBC FOR EAST TENNESSEE

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Bali Bras Plans

BALI BRASSIERE Co., New York, is experimenting further with spot radio for Bali Bras as a preliminary to regular use of the media, possibly on a national scale. Test started last year on WOR New York with *Strictly Entre Nous*, weekly five-minute program of Bing Crosby records with woman m.c. It expanded last week with the addition of a similar show on WJJD Chicago. Midwest series is aired six times weekly, 8:25 a.m. Agency is Lester Harrison Assoc., New York.

VICTORY Packing Co., Los Angeles (Meat-Y-Fresh pet food), has appointed Bayard & Eccleston Adv., Los Angeles, to service its account. Radio will be continued.

BROADWAY Department Store, Hollywood, expanding its radio schedule, on Nov. 13 increased its thrice-weekly *Bridge Club* with commentary by Robert Lee Johnson, to five times per week on KMPC Hollywood. Lee Ringer Adv., Los Angeles, has the account.

LOS ANGELES Nut Products, Los Angeles (peanut butter, potato chips), on Nov. 20 starts participation five times per week in *Art Baker's Notebook* on KFI Los Angeles. Contract is for 13 weeks. Western Adv., Los Angeles, has account.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles (employment), on Nov. 13 started a five-weekly forty-minute program of record music, *Teen and Twenty Time*, on KMPC Hollywood. Contract is for 52 weeks. To discourage unnecessary long distance telephoning during Christmas holidays, firm currently is using a heavy daily schedule of spot announcements on 19 Southern California stations. Agency is The Meyers Co., Los Angeles.

LOS ANGELES Federal Savings & Loan Co., Los Angeles, on Nov. 14 started twice-weekly participation in *Norma Young's Happy Homes* on KHJ Los Angeles. Firm also uses spot announcements on KECA and KNX. Contracts are for 13 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

It's a Habit in Baltimore

WCBM
BALTIMORE'S LISTENING HABIT
The Blue Network Station
JOHN ELMER
President
GEO. H. ROEDER
Gen. Manager
FREE & PETERS, Inc.
Exclusive National Representatives

SYLVANIA NEWS

STATION OPERATION EDITION

NOVEMBER *Published in the Interests of Better Sight and Sound* 1944

Sylvania's Cathode Ray Research Aids Television Progress

Final inspection of television tubes in the Sylvania plant.

Constant research in the field of cathode ray tubes, combined with experience in large-scale production to meet war requirements, has placed Sylvania in a position to manufacture these tubes at lower cost than ever before.

Sylvania's economical production of cathode ray tubes will be an important factor in the manufacture of reasonably-priced television receivers in the postwar era—and consequently in the building up of a broader audience for television programs.

DID YOU KNOW...

That fluorescent lamps give off only half as much radiated heat per watt as do incandescents? They can be used to advantage in broadcasting studios to add to the comfort of performers and audience.

* * *

That Sylvania's P-7 Fluorescent Extension Cord Unit will pass through an opening 2 inches square? Handy for trouble shooting.

* * *

That Sylvania Blacklight Lamps furnish a convenient source of Near Ultra-Violet radiation, for the illumination of fluorescent dials or other markings?

Sylvania Assists in Receiver Design For Improved Broadcast Reception

Company's Commercial Engineers Study Complex Circuits from Tube Standpoint

As part of the services which Sylvania offers to the radio industry, the company's Commercial Engineering Department is frequently able to render worthwhile assistance to the manufacturers of radio receiving sets, by investigating new and complex circuit designs from the standpoint of the requirements which they impose upon the tubes used. This close cooperation between set designers and Sylvania tube engineers provides an effective means for improving set performance—which in turn is reflected in greater public interest in broadcasting programs.

"Car 54, go to 8th and Main—Signal 17—and doesn't the transmitter sound swell since I put in those Sylvania tubes? That is all."

CIRCUIT LABORATORY MAINTAINED

In order to assist the radio set designers most effectively, Sylvania maintains an up-to-the-minute, fully equipped Circuit Laboratory. This laboratory is provided with the finest types of measuring instruments in a range that permits the thorough investigation of special tube requirements and circuit problems.

LIFE TEST UNEARTHS NEW TUBE DATA

From each day's production at Sylvania, a percentage of the tubes are sent to this life test rack, to burn their lives away under constant watching . . . in order to provide data for tube improvement.

SYLVANIA ELECTRIC PRODUCTS INC.
Radio Division · Emporium, Pa.

MAKERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS, RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES

WIND
CHICAGO
5000 WATTS 560KC

Tops on the Dial

THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS

EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

BRUNO W. RANDOLPH has joined Peck Adv., New York as vice-president and account executive. He was formerly vice-president of J. Sterling Getchell Inc., and European manager of McCann-Erickson.

LT. COMDR. THAYER CUMINGS, formerly of BBDO New York and officer in charge of the branch radio office of Navy Public Relations in New York, is now with the radio production staff at Pearl Harbor.

JOHN M. Van HORSON, manager of new products department, Young & Rubicam, New York, has become a permanent member of the plans board.

RICHARD K. STOVER, formerly in the market research and media department of J. M. Mathes Inc., New York, has joined the market research department of McCann-Erickson, New York.

SIDNEY SENZER, with Newell-Emmett Co., New York, 14 years as copy group head and account executive, and more recently with Pedlar & Ryan, New York, as head of copy creation and testing, has joined Foote, Cone & Belding, New York, as copy director, a new position.

VIOLA BURNS, who handles auditions for Young & Rubicam, New York, has assumed added duties as talent interviewer. She will also handle daytime scripts. Two additions to the agency's talent staff are Robert Weenolsen, former Blue produce,r and Mary Hanrahan, former personal manager for Edgar Bergen and more recently on the talent staff of General Amusement Corp., New York.

PETER KRUG, former announcer, writer and assistant to the commercial radio manager of Buffalo Broadcasting Corp., Buffalo, N. Y., has joined the radio department of Donahue & Coe., New York, to handle motion picture accounts. Mr. Krug has been associated in the past with WGY Schenectady and with WEBR Buffalo as program director.

JOHN R. BURR, former advertising manager of Sperry Flour Co., San Francisco, at one time with the former firm of Blackett-Sample-Hummert, has joined McCann-Erickson Inc., New York, as account executive in the food field.

Oddie Appointed

Mr. Oddie

RICHARD M. ODDIE, radio director of the San Francisco office of McCann-Erickson, has been appointed director of broadcasts for Associated Broadcasters Inc. He will be in charge of all programming for KSFO San Francisco and will supervise Associated's post-war program planning and research in connection with shortwave, FM and television. Mr. Oddie was graduated from Stanford U. and acquired experience in manufacturing, merchandising and sales promotion before going into the agency field.

JOHN LAUER, formerly with W. W. Garrison & Co., Chicago, has joined Earle Ludgin & Co., Chicago, as art director. Katherine Mayer, formerly with Federated Stores, has joined the copy staff.

RUTH V. BARR, vice-president of Russell T. Gray Inc., Chicago, has been named second vice-president of the Chicago Federated Adv. Club.

SHERWOOD KING, former chief of the adevtrising section, Treasury War Finance Division, has joined Campbell-Ewald Co., as director of copy of the New York office.

SURETY ADV. Co., New York, headed by Herbert Chason, has changed its name to Herbert Chason Co., advertising.

TERRY HAYWARD, released by the Army, has joined Young & Rubicam, Hollywood publicity staff.

ENSIGN MALCOLM O'MARA, until recently with the Maritime Service, has returned to the Katz Agency in New York.

Gertrude Scanlan Named BBDO Local Radio Chief

GERTRUDE SCANLAN, formerly a timebuyer, has been named local radio manager of BBDO, New York, a new post covering supervision of station relations and spot radio. Her station contact work, which will involve frequent travels, will take her first to Cincinnati in December, and in January on a midwest tour of three weeks or more.

Miss Scanlan will confer with station men on placement, merchandising and other phases of spot radio for BBDO clients. She will handle spot radio buying from New York through the usual channels. Frank Silvernail, in charge of radio timebuying, continues to handle network placements.

Joins Neff-Rogow

HORACE HAGEDORN, former New York manager for Howard H. Wilson Co., station representatives, has been named account executive of Neff-Rogow. During the past four years Mr. Hagedorn has been account executive with NBC.

JOHN LO BUONO, formerly account executive with West-Marquis Inc., Los Angeles, and prior to that with Erwin, Wasey Adv. Agency, has joined Grant Adv., Chicago, as account executive.

WILLIAM R. KINNAIRD, formerly advertising manager for American Meat Institute, will join Needham, Louis & Brorby Chicago as account executive, Dec. 1.

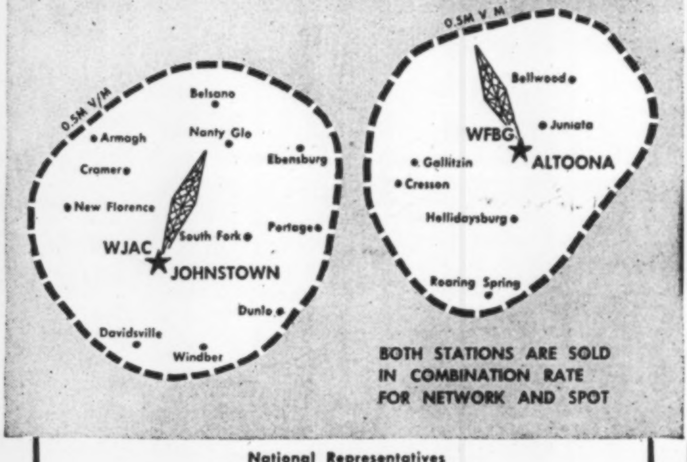
GRACE GLASSER, head of Glasser-Gailey & Co., Los Angeles, is in New York.

PEGGIE ANNIS, formerly in promotion department of *Los Angeles Examiner*, has joined radio division of Dan B. Miner Co., Los Angeles, as associate producer. Robert Smeltzer has joined the agency as copy chief.

WALTER LAWRENCE JENSEN, freelance writer-producer, has joined Bayard & Eccleston Adv., Los Angeles, as radio director. Anne Smith, formerly of Republic Pictures, has been named publicity director.

ARTHUR C. SCHEIFLE, former executive secretary of the Huron-Clinton Metropolitan Authority, has joined the staff of Grace & Bement Inc., Detroit. Mr. Scheifle will head the agency's new planning board, and will handle copy and contact work for several accounts.

I. H. MacKENZIE, formerly in the Detroit office of Metropolitan Sunday Newspapers, has named head of the Detroit office of J. Walter Thompson Co., with temporary offices in the Lafayette Bldg. He previously had been account executive of the Biow Co., and for 12 years was head of media in the Detroit office of J. Stirling Getchell Co.



WJAC
JOHNSTOWN
NBC
WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

KWJJ
1000 WATTS
1080 KC
FULL TIME STATION
PORTLAND, OREGON
A B C NETWORK

STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.

551 Fifth Avenue
New York 17, N. Y.

307 N. Michigan Ave.
Chicago 1, Illinois

368 Chamber of Commerce Bldg.
Los Angeles 15, California

House Group Subpenas Aides To President in WMCA Quiz

By BILL BAILEY

EXTENDING its power of subpena into the White House and across the Atlantic into Gen. Eisenhower's headquarters, the House Select Committee to Investigate the FCC is scheduled to reopen hearings into the 1940 sale of WMCA New York, at 10 a.m. Tuesday (Nov. 21), with more than 30 witnesses already called.

Heading the list, on whom subpenas already have been served, are Maj. Gen. Edwin (Pa) Watson, military aide to President Roosevelt; David K. Niles, executive assistant to the President; Lt. Col. Telford Taylor, member of Gen. Eisenhower's staff and former FCC general counsel; Edward J. Noble, chairman of the board of the Blue Network Co., whose purchase of WMCA in December 1940 from Donald Flamm is under investigation; former FCC Chairman James Lawrence Fly; Commissioners Paul A. Walker, Norman S. Case and Clifford J. Durr, and former Commissioners T. A. M. Craven and George Henry Payne.

Joint Committee Proposed

On the heels of announcement last Monday by Speaker Sam Rayburn (D-Tex.) that Congressional investigations accomplish little and that the next Congress probably would see fewer of them, the House Select Committee, stripped of two of its members by the election, plans to finish as much of its work as possible, pulling no punches, according to Committee members.

Following disclosure that the House investigators will press their probe of station transfers until the last day of the present Congress, Rep. Howard W. Smith (D-Va.), chairman of the House Special Committee to Investigate Executive Agencies, today (Monday) was to introduce a bill to set up a joint committee of Congress to keep a weather eye on all executive agencies and to assist various committees in formulating legislation.

Despite reported Administration efforts to tone down the WMCA investigation, all five members of the Select Committee are expected to be in their seats when Chairman Clarence F. Lea (D-Cal.) formally opens Tuesday's session. They include Reps. Edward J. Hart (D-N.J.), Warren G. Magnuson (D-Wash.), who was elected to the Senate; Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.), who was defeated.

John J. Sirica, Committee general counsel; Robert Barker, chief investigator; Joseph MacHugh and Louis J. Russell, investators-attorneys, have been working virtually night and day on the WMCA inquiry since mid-September to complete the case which was abruptly halted last February on motion of Rep. Hart [BROADCASTING, Feb. 21]. At that time the Committee agreed to postponement of public hearings for a "reasonable" period, pending litigation in New York courts. That action was taken at the request of Mr. Noble's attorneys.

Fly Offered Cooperation

During cross-examination by Rep Miller of Chairman Fly last Sept. 13, Mr. Fly asserted: "I want the public and this Committee to know that before Nov. 7, even right now, I am prepared to answer any questions on WMCA." Rep. Miller had suggested that the Committee reopen the probe "after Nov. 7." On Sept. 15 the Committee staff went to work.

It was understood that the U.S. Marshal's office objected to serving subpenas on Gen. Watson and Mr. Niles without advice from the Attorney General, but following conferences with Chairman Lea the subpenas were served. War Dept. officials are reported to have objected to bringing Col. Taylor back from the Eastern Theatre of Operations, European Command, but were overruled by Secretary of War Stimson, who ordered the Congressional subpena honored.

Other witnesses on whom subpenas have been served are: Chester J. LaRoche, vice-chairman in charge of operations, Blue Network Co.; Mark Ethridge, publisher of the *Louisville Courier-Journal*, which operates WHAS; William J. Dempsey, former FCC general counsel, and his law partner, William C. Koplovitz, former assistant general counsel of the FCC, Noble attorneys in the WMCA transaction; Irwin Steingut, New York Assemblyman; Thomas G. Corcoran, former White House confidant; Charles Stuart Guthrie, former law partner of Mr. Corcoran's and counsel for Mr. Noble.

Burton A. Howe, Harry A. Cushing, Warren S. Snow, John A. Curtis, executives of E. H. Rollins & Co., New York brokerage firm; Mr. Flamm; Philip Handleman and Colin Ives, New York attorneys for Mr. Flamm; William Weisman, former counsel for Mr. Flamm; Lybbya Schneider, former secretary at WMCA; Leslie E. Roberts, former public relations counsel of WMCA and one-time Government employe; Donald S. Shaw, radio director of Geyer, Cornell, Newell & Wickersham, former general manager of WMCA; David H. Diebler, principal attorney, FCC Law Dept.; Lucien Hilmer, now of the Foreign Economic Administration and former FCC assistant general counsel in charge of broadcasting.

Milton I. Hauser, former assistant general counsel of the Select Committee under Eugene L. Garey, has been questioned by the Sirica staff on the earlier WMCA investigation.

IF WE WERE AN ADVERTISER

in the DETROIT AREA

. . . we'd plan, right now, to go after a good slice of Detroit Area business . . . with the help of CKLW. We'd remember that this station's a live wire . . . with 5,000 watts at 800 kc., a cinch to give out the largest concentrated coverage in this region . . . by the yardstick of results per-dollar-cost! We'd begin making schedules, and commitments now . . . even though time is scarce . . . so when an availability occurs, we'd be there . . . on a station that's going places in a great market!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

DIRECT-CUT COPIES

OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

Powerful Popular

WCAO

The Voice of Baltimore

- America's 6th City in Population.
- Maryland's Oldest Broadcast Station.
- Columbia Basic Outlet, Since 1927.
- 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

THE *Business* OF BROADCASTING

Homemakers Show

HARTFORD Electric Light Co., Hartford, has started sponsorship on WTIC Hartford of a new series titled *The Question Before the House*, Sunday evening. Guest experts on the program answer questions of interest to those planning to build or remodel their homes. Postwar problems are considered.

KFUN to Rambeau

WILLIAM RAMBEAU Co., Chicago, is now representing KFUN Las Vegas, N. M.

Red Top on Six

RED TOP BREWING Co., Cincinnati, through Jesse Joseph Agency, that city, has scheduled the Frederic W. Ziv transcribed musical show, *Songs of Good Cheer* on WHIZ WSLS WAPO WHIS WCHS WSAZ.

New CJBC Rates

CJBC Toronto has issued new rates which go into effect Jan. 1, 1945. Rates are being increased because of the station's increase in power from 1 kw to 5 kw.

New Service Firm

MAXINE KEITH around Dec. 15 will open in New York what she describes as a "service station" for agencies, advertisers and individual radio talent, with headquarters for the present at 213 East 58th St. Services covering radio and television, will include program building, script doctoring, creation and revision of commercials, with special emphasis on the latter, and consultation on placement of shows and spots. Firm will probably be named From Me to You, title of Miss Keith's Mutual program which continues. Miss Keith has resigned as radio director of Caples Co., New York.

GM Sponsors Parker

GENERAL MOTORS Corp., Detroit, Oldsmobile Division, is sponsoring the series of overseas broadcasts by Jack Parker, war correspondent for WJIM Lansing, Mich. Mr. Parker has been accredited by the War Dept. as a correspondent in the European Theatre [BROADCASTING, Nov. 13]. His broadcasts, featuring interviews with Michigan boys, especially those from Lansing, will be shortwaved to America and heard on WJIM Tuesday, Thursday and Saturday, 6:30 p.m. (EWT).

New AMP Agreements

ASSOCIATED Music Publishers Inc., New York, has signed new agreements with WOL and WOMI and has had existing contracts extended by the following 25 stations: WPEN WOV WORL WNBC WJBY WHKC WHK WHBB WHB WGRC WESX WCOP WCLE WBRC WATL WARM KCMO WAGA WACO KXYZ KWAL KRIS KNOW KGA KFNF.

KDKA Bond Promotion

TO PROMOTE purchases of War Bonds during the Sixth War Loan, KDKA Pittsburgh is adopting a policy of "the bigger the bond, the better the seat" in selling tickets for the Ice-Capades. KDKA sold seats to the Nov. 17th performance and hopes to raise $500,000 in Bond sales.

United Nations Forum

SEVERAL thousand people participated in the two-day United Nations Forum conducted in Des Moines under the auspices of KRNT. Phil Hoffman, station manager, was in charge of arrangements and presided as co-host with Gardner (Mike) Cowles Jr. at a press luncheon in honor of visiting celebrities.

WWL 'Variety House'

WWL New Orleans has started a new series of afternoon shows titled, *Variety House*, heard Monday through Friday, with Ed Hoerner, m.c. Program, which is designed for participating sponsors, features vocalists Dottie O'Dair and Gene Paul with music by Ray McNamara.

Neblett Signs Nassey

NEBLETT RADIO Productions, Chicago, has signed Louise Massey and the Westerners, who will record 156 quarter-hour transcriptions which will be released for sponsorship. Herb Koch will direct. Exclusive contract is for five years.

Everybody's Dish

Take 132 hours of discriminate programming per week . . . sift out 106 hours of this time which is sponsored by most of the biggest names in radio advertising . . . sprinkle this full schedule with 468 commercial spot announcements each week . . . leaven with the remaining time devoted to programs in the public interest, and you have the bill of fare at WOAI—AUDIENCE APPEAL.

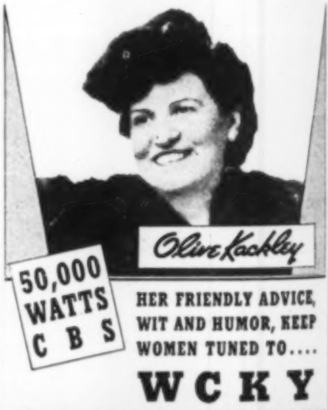
Results are certain when these impelling ingredients are served to listeners by WOAI . . . the station which sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest



50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

To Time-Buyers Who Want

FACTS ... not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

PROGRAMS*	HOOPERATINGS Omaha** (WOW)	HOOPERATINGS National*** (U. S. Urban)	PLUS Ratings of WOW
(Nighttime—Mon. thru Sun.)			
Bob Hope	44.6	33.0	11.6
Fibber McGee and Molly	48.1	32.9	15.2
Red Skelton	43.5	31.8	11.7
Abbott and Costello	31.4	22.9	8.5
Mr. District Attorney	33.2	22.7	10.5
Bing Crosby	30.7	22.5	8.2
Kay Kyser (10:00-10:30 PM E.S.T.)	30.4	21.6	8.8
Mr. and Mrs. North	22.5	14.6	7.9
Fitch Bandwagon	34.0	16.0	18.0
One Man's Family	23.0	15.7	7.3
People Are Funny	24.7	13.4	11.3
Million Dollar Band	21.5	11.9	9.6
Information Please	18.4	11.0	7.4
Date with Judy	22.0	11.2	10.8
Jimmy Fidler	18.5	8.9	9.6
(Daytime—Mon. thru Fri.)			
Right to Happiness	11.5	8.6	2.9
Ma Perkins	13.7	7.4	6.3
Light of the World	13.9	6.5	7.4
Road of Life	8.2	6.8	1.4
Today's Children	12.8	6.2	6.6
Guiding Light	16.0	6.1	9.9
(Daytime—Sunday)			
John Charles Thomas	11.1	9.0	2.1
Those We Love	13.6	7.7	5.9
World News Parade	12.9	7.7	5.2
NBC Symphony	6.7	5.1	1.6

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.

***From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 89 cities, a cross-section of all 412 U. S. cities over 25,000 population.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS—and it's a reason that's important to advertisers:

For 21 years Omaha listeners have *always* been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% of the MORNING audience;

49.0% of the AFTERNOON audience;

52.6% of the EVENING audience.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Fulton Lewis, jr.

GOES EVERYWHERE
HUNTING FOR NEWS

Wherever the four winds blow . . . there you'll find Mutual's Ace Reporter digging up the facts . . . getting to the bottom of things . . . reporting certainties instead of rumors.

No wonder Fulton Lewis, Jr., is America's "most listened to" news reporter. No wonder he's the man with more satisfied sponsors than any other news reporter.

You can sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Non-Profit Outlet Is Liable to Fees

Supreme Court Denies Review Of Ruling in WEVD Case

BY REFUSING a writ of certiorari to the U. S. Circuit Court of Appeals on petition of Debs Memorial Radio Fund, licensee of WEVD New York, and Henry Greenfield, station manager, the Supreme Court permitted to stand a ruling that nonprofit stations which sell commercial time must pay copyright fees for music performed on sustaining programs.

Associated Music Publishers brought infringement suit for $200 after a portion of the "Petite Suite Espagnole" was played by recording on WEVD during its *Symphony Hour* program Oct. 18, 1940. Judge A. N. Hand of the Circuit Court of Appeals, in upholding the District Court, held that sustaining programs are broadcast "to maintain and further build up the listening audience and thus furnished the field from which the paying advertisers may reap a profit. It can make no difference that the ultimate purposes of the corporate defendant were charitable or educational."

Infringement Liability

In his brief, A. Walter Socolow, attorney for WEVD and Mr. Greenfield, contended that if the principle established by the Circuit Court of Appeals is allowed to remain as authority, "all charitable and nonprofit organizations which perform copyright musical works in connection with activities in the public welfare would be liable for copyright infringement merely because they derive some revenue to defray the cost of achieving their philanthropic and educational purpose." He alleged the principle "may well extend to charging such nonprofit organizations with new liabilities in other aspects of their operations unconnected with the performances of copyrighted musical works."

Petitioner contended that a portion of WEVD time was sold to make up operating deficits.

Middlebrooks Cited

"FOR MERITORIOUS performance of duty in a position of responsibility as Radio Materiel Officer" Lt. Comdr. James L. Middlebrooks, USNR, former CBS engineer, has been awarded the Bronze Star Medal. Comdr. Middlebrooks was in charge of maintenance and installation of the radio and underwater sound gear of the Eleventh Amphibious Force for the Normandy Invasion in June. Before entering the Navy, he supervised building of transmitters for WTOP Washington, WABC New York, KNX Hollywood.

KQW Video Site

C. L. McCARTHY, vice-president of KQW San Francisco, acting for the station has asked the city planning commission to authorize the rezoning of a tract atop Twin Peaks to permit construction of a television outlet.

REFRESHER TRIP this year by Pete Smythe, KLZ Denver program director, was to Hollywood where he viewed CBS West coast production methods. While at a broadcast of *Suspense*. Bill Spier (r), producer, and Ed Buckalaw (l), CBS western division field manager, gave pointers.

WEST COAST HOOPER UP FROM YEAR AGO

TOP TEN programs on the Pacific Coast, according to the Nov. 8 report of C. E. Hooper Inc., New York, places *Charlie McCarthy* in the lead, *Great Gildersleeve* second and *Mr. District Attorney* third, followed by *Radio Theatre*, Frank Morgan, *Screen Guild Players*, Hildegarde, *Can You Top This?*, *Your Hit Parade* and *Quiz Kids*.

The Pacific network ratings for the September-October periods show an average evening audience rating of 7.8, up 0.7 from last report and down 1.4 from a year ago. Average evening sets-in-use of 32.4, up 2.8 from last report, is up 0.7 from a year ago. Average evening available audience is 75.0, up 0.9 from last report, and down 1.1 from a year ago.

Average daytime audience rating is 3.9, up 0.1 from last report, showing no change from a year ago. Average daytime sets-in-use of 14.2, up 0.4 from last report, is up 0.9 from a year ago. Average daytime available audience of 65.4, is up 1.0 from last report and down 0.7 from a year ago.

Westinghouse Changes

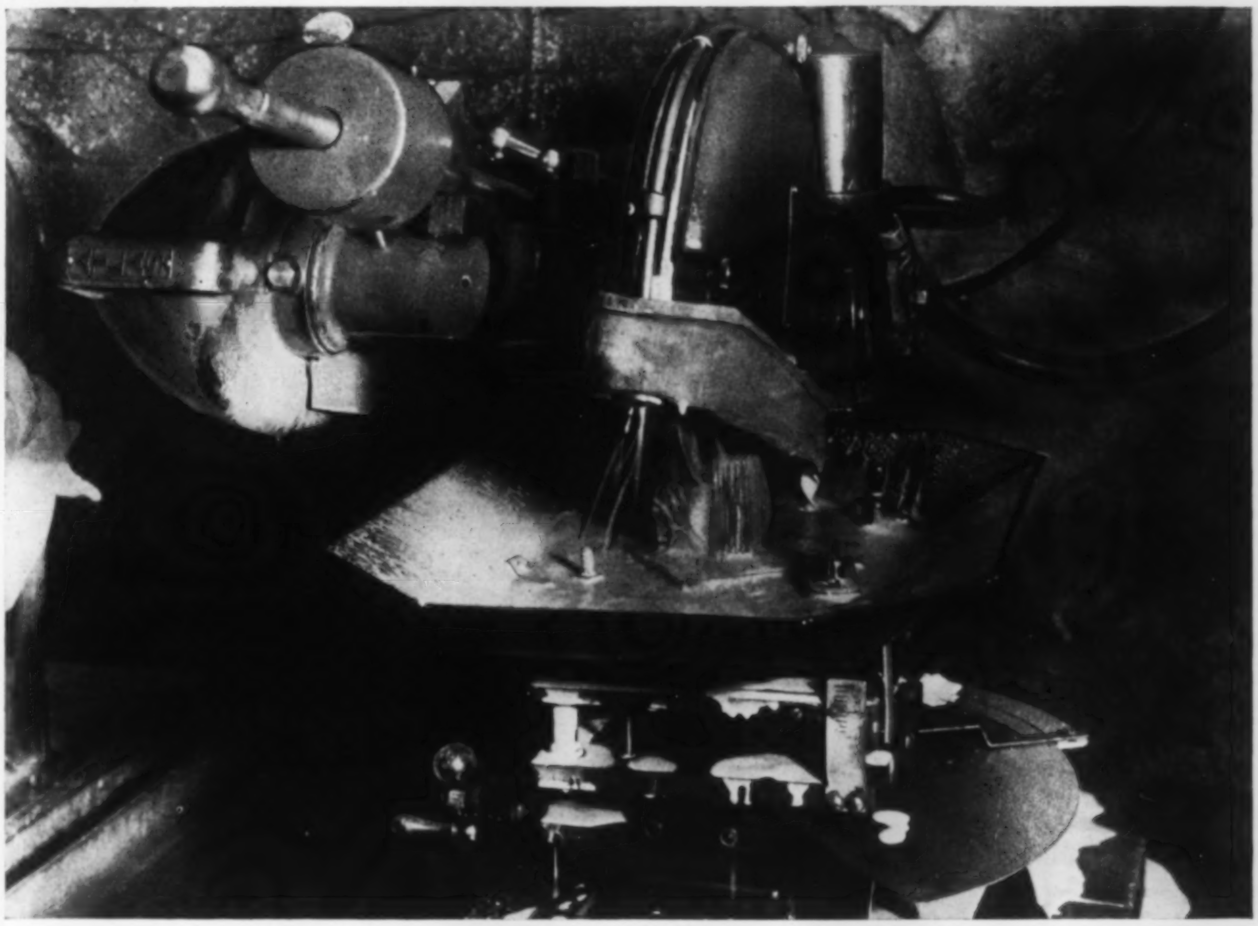
DAVID M. SALSBURY, formerly with Westinghouse Electric Supply Co., Salt Lake City branch, has been named vice-president and general manager of the company. R. W. Beil, formerly at Westinghouse's Sharon, Pa. works, as supervisor of order service for the company's transformer division, was named general contract manager of Westinghouse E & M Co. C. F. Lloyd, former general contract manager, was named assistant to the manager of the industry departments. Clyde A. Peterson, identified with radio, auto and appliance designing for more than ten years, has been appointed a designer in the radio receiver division.

NBC Play Premiere

NBC presented a radio premiere of a new play, "Home Came the Steed", Nov. 15 on the *Arthur Hopkins Presents* broadcast, 11:30 p.m.-12:30 a.m. (EWT). Occasion, said NBC, was a double precedent—the first radio premiere of a play written for the stage and the first new play on the Hopkins series, heretofore devoted to past Broadway successes.

ACCURACY *is Our Business*

. . . IN WAR . . . IN PEACE



SAW-CUTTING Raw Quartz into Precisely Oriented Wafers, using diamond blade and running lubricant, is Only One of the Exacting Operations in CRECO's War Assignment of Preparing Combat Crystals for the Armed Forces. From these wafers crystals are cut and then lapped to desired frequencies. CRECO has time now to Similarly Service a Limited Number of Standard, FM and Television Applications that Demand Results Based On KNOWLEDGE, EXPERIENCE, ACCURACY.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

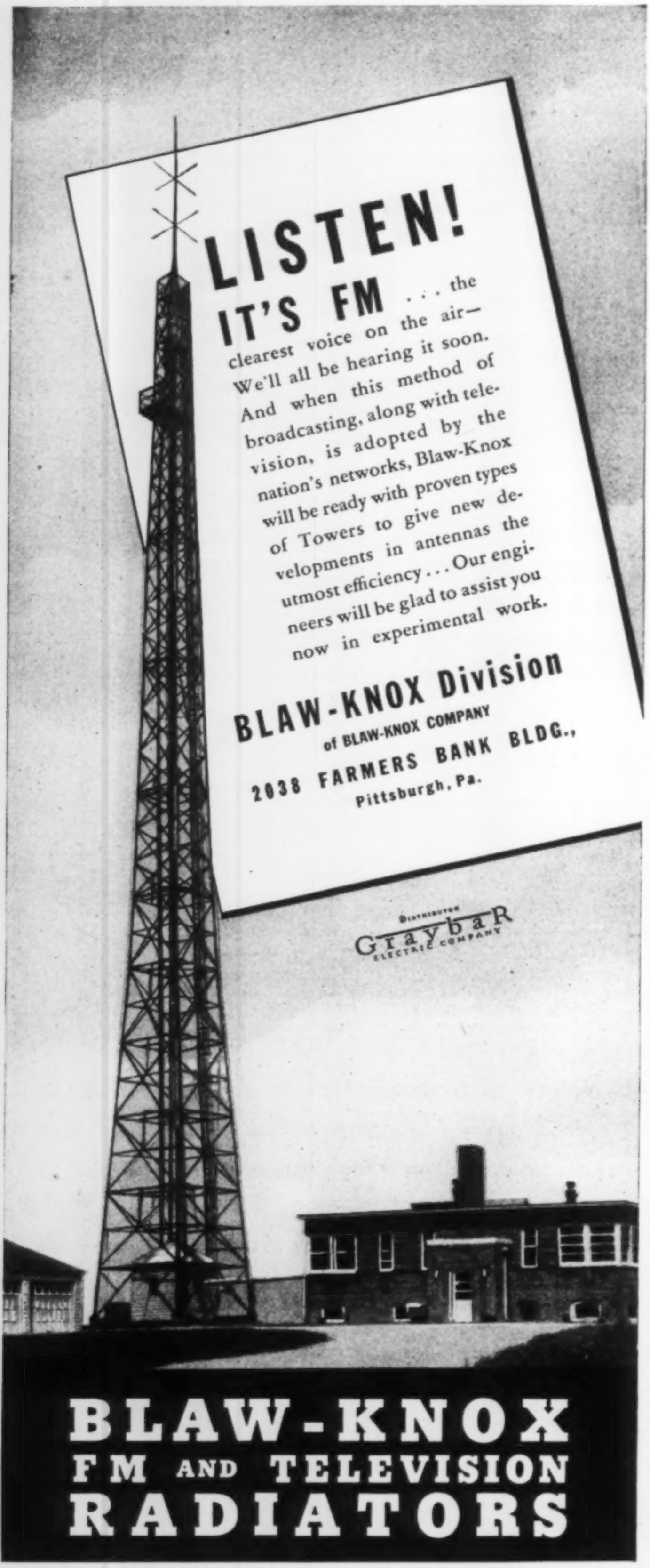
EVERETT L. DILLARD, General Manager

Porter Bldg.
KANSAS CITY, MO.

Evening Star Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"



LISTEN!

IT'S FM . . . the clearest voice on the air—We'll all be hearing it soon. And when this method of broadcasting, along with television, is adopted by the nation's networks, Blaw-Knox will be ready with proven types of Towers to give new developments in antennas the utmost efficiency . . . Our engineers will be glad to assist you now in experimental work.

BLAW-KNOX Division
of BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.,
Pittsburgh, Pa.

Distributor
Graybar
ELECTRIC COMPANY

BLAW-KNOX
FM AND TELEVISION
RADIATORS

Petrillo Victory

(Continued from page 15)

the economic advantage of a single company to divide and conquer, which worked so well for him this last time.

RCA began recording Sunday afternoon, less than 24 hours after the contracts were signed. "The Trolley Song," played by Vaughn Monroe's orchestra, was the first RCA recording. Andre Kostelanetz and his orchestra made the first Columbia records, also on Sunday.

NBC Radio Recording on Monday recorded 10 tunes by Vincent Lopez and his orchestra in New York, and nine tunes by Sammy Kaye and his orchestra in Chicago, where the Kaye aggregation had made a special trip from Toledo, to provide new musical numbers for *Thesaurus*, transcription library. Norman Cloutier's string orchestra and Allen Roth and his orchestra were also scheduled to record for *Thesaurus* last week.

NBC hopes in December to resume full-scale *Thesaurus* service to its station subscribers, who have received no new releases since April, and for some months before that only limited releases of vocal arrangements and the like. Rates which have been twice reduced, with stations paying only half the contract rate since May, will return to normal with the resumption of full service.

Van Camp Expands

WITH TIN containers becoming more available to food packers, Van Camp-Stokley Bros., Indianapolis, is increasing its network advertising for various tin and paper packaged products. According to a spokesman for the agency, Calkins & Holden, New York, the food firm last spring reduced sponsorship of *Luncheon With Lopez* from a thrice-weekly show to the present weekly program Fridays, 1:30-1:45 p.m. on 129 MBS stations, because of a container shortage which caused packing and distribution problems. Discontinuing *Lopez* Jan. 26, Van Camp on Jan. 29 starts a musical variety show on about 130 MBS stations, Mon., Wed., and Fri., 11:30-11:45 a.m. New Show will feature the Landt Trio Boys, Frank Novak's Orchestra and Dic Willard, WOR New York announcer, as m.c.

CBS Gross Up

CBS Board of Directors on Friday declared a cash dividend of 60 cents a share on outstanding class A and class B stock of $2.50 par value for the fourth quarter, payable Dec. 8 to stockholders of record Nov. 24. Leon Levy, president, WCAU Philadelphia, presided at the meeting in the absence of William S. Paley, CBS president, and Paul Kesten, executive vice-president. A financial statement covering the first nine months of the year shows CBS and its subsidiaries had a gross income of $62,730,765 for that period, a gain of 16.5% over $53,846,109 in 1943. Net income after taxes for the Jan.-Sept. period was $3,399,081, up 4.7% from $3,245,626 last year.

IRE-RMA Meeting

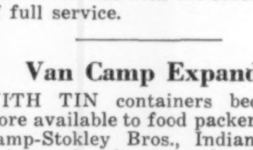
(Continued from page 14)

Federal Tel. & Radio Labs., disclosed that his company, a subsidiary of IT&T, has developed a system of pulse time modulation, which is applicable to wire and radio transmission, including broadcasting and television channels. The proposed new system reduces the usual requirements for stability, distortion and noise, said Mr. Labin, who predicted the new modulation will be used for relays and repeater stations in the superhigh frequencies.

Research and development work began in the Paris Labs. of IT&T in 1937, Mr. Labin explained. Compared with AM and FM, pulse time modulation appears particularly promising, he added, for application to multichannel, coaxial cable, telephone, telegraph and facsimile, as well as point-to-point radio and ultra-high frequency broadcasting.

Attending the two-day meeting was Dr. William L. Everitt, chief of the Operational Research Branch, Office of the Chief Signal Officer, Washington, newly-elected president of IRE. The new vice-president is Dr. Hendrik J. Van der Bijl, Johannesburg, Union of South Africa. Elected directors for three-year terms were: Stuart L. Bailey, Washington contulting engineer; Keith Henney, editor of *Electronics*, and Dr. Benjamin E. Shackelford, engineer in charge, RCA Frequency Bureau. Speakers at the fall Rochester meeting included:

W. R. MacLean, Polytechnic Institute, Brooklyn; C. N. Works, T. W. Dakin, F. G. Boggs, Westinghouse Electric & Mfg. Co.; M. J. Larsen, Stromberg-Carlson Co.; L. R. Martin, RCA; J. I. Cornell, Solar Mfg. Corp.; K. W. Jarvis, consulting engineer, Chicago; Dr. W. R. G. Baker, General Electric Co.; Rupert Maclaurin, Mass. Institute of Technology. K. M. Wise, Sylvania Electric Prods.; Shailer L. Bass, T. A. Kauppi, Dow-Corning Corp.; H. J. Dailey, Westinghouse.



Sun Life Building, Montreal

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people—eager listeners to their radios—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings *results*, because we *know* Quebec, its people, preferences and psychology.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

ANA Favorably Receives Bureau

(Continued from page 14)

table session by A. W. Lehman, CAB president, and George Allen, general manager, who outlined the additional services to CAB subscribers made possible by the enlarged interviewing sample.

Opening with a session of what advertisers are doing today in preparation for postwar conditions, the convention continued with presentations of radio, newspapers, magazines and outdoor trends, followed by media roundtable discussions. Thursday morning was devoted to talks on postwar economic problems and of advertising's expanding functions to cover the public, personnel and stockholder relations of industry as well as the direct sale of its products. Entire afternoon was given over to reports on various phases of the campaign to educate the public on the value of brand names as opposed to grade labeling.

ANA Survey

Slightly more than half (52%) of the general public finds some advertising objectionable, with radio commercials heading the list of reported objections, according to a report on an ANA national poll of public opinion given at the Friday morning session of the three-day meeting.

Survey, first of a continuing series made by the Opinion Research Corp. under the direction of the ANA public relations committee, revealed that the chief public complaint against advertising is exaggeration. Radio commercials were deemed the worst offenders, magazine advertising next worst and newspaper ads third. Nearly a fifth (18%) of those interviewed said that they had found some advertising so objectionable that they had discontinued their purchases of the product.

Public opinion as to whether advertising raises or lowers the sales price of merchandise was fairly evenly divided, 42% believing advertising increases costs, 46% that it lowers cost. However, 88% said advertising helps create jobs.

Questions on postwar conditions revealed an almost even three-way split on opinion as to whether there will be little unemployment, a moderate amount or a great deal. About half the people think industry can reconvert to peacetime production in one to two years after the end of the German war, while 27% think the conversion can be completed in six to 11 months and 5% in five months or less.

Half the people (53%) think wartime profits too large, the average belief being that present profits are about 30% and that they should be about 10%. Manufacturers were thought to be making excess profits by 41% of the people, labor by 33%. Labor also was considered as failing to cooperate in the war effort by 47%, whereas only 13% cited manufacturers for such lack of cooperation.

At the final session of the three-day meeting, devoted to the postwar functions of Government, business and labor, Chester J. LaRoche, vice-chairman of the Blue Network, pointed out that each of the three must be concerned with the welfare of all the people and also of each other. Advertising's job, he stated, is to inform the people of these peacetime problems as it has kept them informed of war problems, urging that the format of the War Advertising Council be retained for this task.

WCKY WCPO WKRC REINSTATE HOOPER

THREE Cincinnati stations which last March cancelled their subscriptions to the C. E. Hooper Continuing Study of Listener Measurement for that city [BROADCASTING, March 27] have all reinstated this service, effective with the summer report just issued, C. E. Hooper Inc. announced last week.

Stations which had dropped the Hooper service—WCKY WCPO WKRC—did so during a controversy over money giveaway programs which arose from the publication of an article by Mr. Hooper "Clean Out the Funny Money Programs" [BROADCASTING, March 6]. Cancellations followed receipt of telegrams sent by Mr. Hooper to all Cincinnati stations proposing that each post a $10,000 bond, to be forfeited pro rata to the other stations if it broadcast any prize-for-listening programs after March 31.

Serving New England's 3rd Largest Concentrated Audience

WLAW

LAWRENCE, MASS.—5000 WATTS 680 K C

NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

It's label'd AIR EXPRESS

...but it can't take off from your shipping room floor!

AIR EXPRESS
AIR EXPRESS
AIR EXPRESS

Ship When Ready for Fastest Delivery

The end-of-the-day rush at the airport may nudge your shipments out of the race, defer them until a later plane. So phone for a pick-up the moment the label is on ...or before! That's the way to get fastest delivery!

SPECIFY AIR EXPRESS
A Money-Saving, High-Speed Tool for Every Business

With additional planes now available for all important types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. Thousands of shippers are saving substantial sums through Air Express, employing its economy and efficiency in an ever-increasing number of ways.

WRITE TODAY for "Quizzical Quiz"—a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-12, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS *Gets there FIRST*

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Porter to Take Post Dec. 15

(Continued from page 13)

Clifford J. Durr, or any other member of the Commission, for the chairmanship. Mr. Durr had been a candidate.

Mr. Jett, prior to his interim appointment as chairman, had told White House officials that he did not desire to undertake the chairmanship and would prefer to concentrate largely on technical and allocation matters. The President took cognizance of this in a letter to Mr. Jett. He wrote:

> It will necessarily be some weeks before a new chairman will be named for the Commission. I can well understand that, with your other extensive duties, you would not care to undertake the burdens of the chairman's office permanently. However, I do hope you will carry this work during the interim period.
>
> With that thought in mind and pursuant to the provisions of the Federal Communications Act of 1934 as amended, I hereby designate you as chairman of the Federal Communications Commission, effective the 16th day of November 1944.

The Jett appointment recognized the importance of engineering and allocations matters now before the Commission which require expert technical as well as policy direction. Mr. Jett feels he can do a better job by specializing on engineering and technical matters, which would not tie him down with administrative detail, budget work, travel authorizations and other functions of the chief administrative officer.

Allocations Study

The FCC staff, both legal and engineering, is working feverishly on the spectrumwide allocations plan, to cover all new services, in the light of the testimony taken at the five weeks of hearings which ended Nov. 2. Despite a Dec. 1 deadline set by the State Dept. on international aspects of the allocations, it was doubted whether the Commission would be able to meet that date. The general allocations, covering such new services as FM, television and facsimile, and associated relays, won't be ready for some time after that—possibly not until the first of the year. Chairman Jett will direct that work and also may follow through after Mr. Porter assumes office.

In addition to assuming the FCC chairmanship, Mr. Jett automatically becomes chairman of the Board of War Communications of which he has been coordinating committee chairman. His extra FCC functions, which probably were responsible for his unwillingness to assume the permanent chairmanship duties, include membership on the Interdepartment Radio Advisory Committee, State Dept. committees having to do with communications and censorship, and the BWC operations.

Hi, Neighbor!

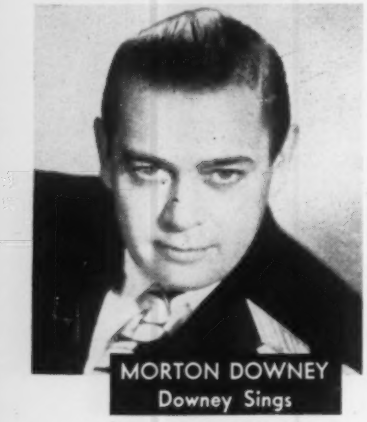
JAMES LAWRENCE FLY, ex-chairman of the Federal Communications Commission who is newly appointed chairman of AMP and its subsidiary Muzak in New York, has selected the Lombardy Hotel, 111 East 56th St., as a residence. One of his neighbors in the same residential hotel is Eugene L. Garey, ex-counsel of the House Select Committee to Investigate the FCC. Un-neighborly verbal exchanges between the ex-chairman and the ex-counsel will be recalled as highlighting some of the more torrid phases of the investigation of the Commission.

The President's "Dear Larry" letter to Mr. Fly was a deviation from the customary White House communication to a retiring official. The President cited the "personal reasons" which motivated Mr. Fly in returning to private practice and pointed out that the FCC head had given 15 years to Government service and had handled "extraordinarily difficult tasks—calling for technical competence and strength of heart of the highest order—against powerful opponents who did not always take your victories lightly."

The Chief Executive pointed out that much more work remained to be done and that he would want to call upon Mr. Fly for his "advice and counsel". After stating that Mr. Fly was only on "furlough", the President said he would have to call upon him from time to time "particularly in the field of international communications".

This was interpreted as meaning Mr. Fly might be called in as adviser, without official portfolio, in connection with world communications matters and possibly at the peace negotiations. An ardent proponent of merger in the inter-

Louisville Listens to
WINN BASIC BLUE features

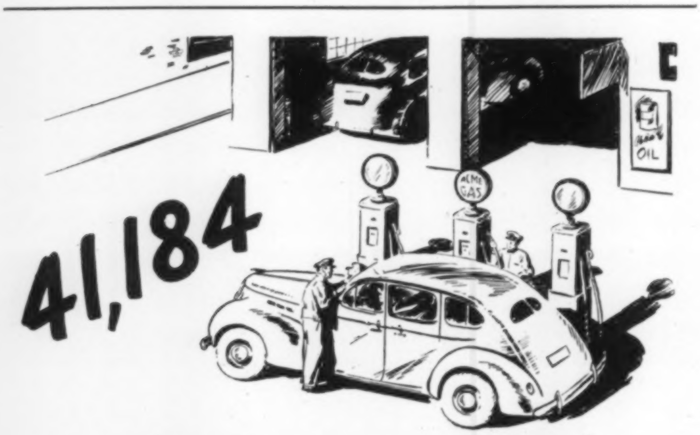


Basic Blue programs mean BASIC RESULTS in Louisville! For availabilities write, wire or call.

Louisville WITH WINN

Your BASIC BLUE STATION in LOUISVILLE, KY.

HARRY McTIGUE
General Manager



GASOLINE PUMPS

. . . in the vast industrial area served by WGY in central and eastern New York and western New England—the WGY COMMUNITY*. 392,000,000 gallons of gasoline supplied annually, for essential driving. Translated into dollars this means $105,718,000 worth of business in the Hudson Circle, where 1,045,717 radio families keep their radios tuned to WGY more than to any other station in the area.

And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities with a population of over 25,000; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.

WGY

Schenectady, N. Y.

50,000 watts—NBC—22 years of service
Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-202

First in Prestige!
First in Audience!
First for Advertisers!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

national field, it has long been known that Mr. Fly wanted to sit at these negotiations. In his Armistice Day letter to the President, Mr. Fly alluded to the work remaining to be done in international communications and said he stood ready from time to time "in a private capacity to assist in any manner possible".

Mr. Fly's association with Muzak had been forecast for weeks. Whether it would pit him against commercial radio, since he would be espousing a form of competitive service, was conjectured. Mr. Benton, formerly associated with Benton & Bowles and now chairman of the Encyclopedia Britannica and vice-president of the U. of Chicago, as well as common stock owner of AMP and Muzak, long has been interested in supplying the "subscription radio" service, successor to wired radio. Victor Ratner, former promotion manager of CBS, is Mr. Benton's adviser on Muzak.

Bartlett Mentioned

Commenting upon the Fly appointment, Mr. Benton said the former chairman's standing as a lawyer, experience and leadership in radio and his "long devotion to the development of radio in the public interest should prove invaluable to the entire industry in helping to crystallize radio's new opportunities for service after the war."

A new name was added to the list of those mentioned for the Craven vacancy—Col. Theodore L. Bartlett, Army Air Forces communications officer in the European theatre, and former chief of the FCC's Law Department Administrative Section. With the FCC from its creation in 1934, Col. Bartlett has been overseas for about two years, having entered the service as a major in January 1942.

An old name revived was that of Capt. E. M. Webster, communications chief of the U. S. Coast Guard, now on leave from his post as assistant chief engineer of the FCC in charge of non-broadcast operations. Capt. Webster is strongly supported by Sen. Wallace H. White Jr. (R-Me.), Minority Leader.

Interim Chairman

EWELL K. JETT

Others whose names are believed to be under consideration include: Leighton H. Peebles, chief, Communications Branch, WPB; Charles R. Denny, FCC general counsel; Rosel H. Hyde, FCC assistant general counsel, and Lowell Mellett, Washington newspaper columnist and former administrative assistant to the President. J. Leonard Reinsch, managing director of the Cox radio stations (WSB WIOD WHIO), originally mentioned for a post on the FCC, and who had served as radio director of the Democratic Committee under Mr. Porter, no longer is regarded as a likely nominee in view of Mr. Porter's appointment. It was felt that one or the other would be named to the Commission.

Of those whose names have been advanced, only Mr. Hyde is a Republican. The appointment can be either Republican or Democratic, since Chairman Jett is an Independent and since the law specifies that not more than four members of the FCC shall be of the same political faith. Present Democratic members are Messrs. Walker and Durr. With Mr. Porter's confirmation, there would still be room for a Democratic appointee to the Craven post. The Republican members are Case and Wakefield.

Text of Chairman James Lawrence Fly's Nov. 11 letter to President Roosevelt, submitting his resignation from the FCC, follows:

Dear Mr. President:

I hereby submit my resignation as a member of the FCC effective at the end of the 15th day of November 1944.

Despite the personal reasons calling for this step—and these you have recognized—I make the move only with great reluctance. The forward movement of electrical communications is freighted with problems

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS

KFDM

Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

GRAND FORKS is NATION'S 2ND BUSIEST MARKET

J. KILO Watts, a man with real "foresight" says:

"Keep your eyes on the Red River Valley, the Nation's Number 1 Food Market."

With a remarkable city index of 133.3, Grank Forks ranks SECOND in the U. S. in Sales Management's High Spot Cities forecast for November.

No other city in the Northwest is included in the list of the 15 cities leading the nation.

Grand Forks consistently paces the country because it is located in the center of the lushly rich Red River Valley, a 200 million dollar farm market.

KILO, the only CBS outlet in the Valley, serves this area in a hundred different ways. It alone can do the job for you.

KILO "YOUR RED RIVER VALLEY SALESMAN"

GRAND FORKS, N. DAK.

NATIONAL REPRESENTATIVES:
HEADLEY-REED CO.

A VOICE
FOR SALE

A VOICE
women listeners enjoy—a voice with personality which stimulates ACTION — makes sales:

Connie Stackpole

RENEWALS prove she's *good!* Clients participating locally include:

Matchless Brand Foods	4 yrs.
Florigold & Flo Citrus Fruits	4 yrs.
Winslow's Potato Products	4 yrs.
Red Cap Products	3 yrs.

Others 1 to 2½ years and still going.
Ask for full details.

Participation now available over 5 Stations of Yankee Network...

WNAC, Boston — WAAB, Worcester
WEAN, Providence — WTHT, Hartford
WCOU, Lewiston

WNAC
YANKEE

11:15 A.M.
Tuesday and Thursday
$105.00 per program
less discounts

For a woman's audience and RESULTS, consult—

Connie Stackpole
DIRECTOR
New England Cupboard
448 STATLER BLDG., BOSTON 16, MASS.
HANcock 4460

of broad and deep significance. In some real measure the landmarks of principle have been established and the path rough hewn. Yet, much work remains to be done. The most urgent task is in the field of international communications. In this regard I shall stand ready from time to time and in a private capacity to assist in any manner possible.

I need hardly remind you of the deep gratitude I feel for the faith you have held midst all the ill winds of doctrine. My deep personal regard and great confidence go with you in the most significant work which lies ahead.

Affectionately yours,
/s/ JAMES LAWRENCE FLY

President's Letter

Text of President Roosevelt's letter accepting Chairman Fly's resignation follows:

Dear Larry:

With great personal reluctance, I accept your resignation as a member of the FCC.

We have had long discussions of the personal reasons for which you feel you have to return to private practice. And because you have had only a few years of private life since you left the Navy after the last war, I feel I cannot deny you the "furlough".

You have given five years to the prosecution of monopolies in the Anti-Trust Division of the Dept. of Justice, five years to your brilliant defense of the Tennessee Valley Authority as its general counsel, and five years to the reorganization of the FCC as it Chairman. These were all extraordinarily difficult tasks—calling for technical competence and strength of heart of the highest order—against powerful opponents who did not always take your victories lightly. Few men have so proud and effective a record in public service.

Indeed, it is a tribute to the call of public service upon young men that you were willing to persist for 15 years in such apparently thankless tasks. But you should take great satisfaction from the knowledge that in all your public endeavors you have not only advanced the public interest, but in the end gained the respect of most of your opponents for requiring them to face, for the public good, the need of adjustments necessary to protect their own long-range interests.

The importance of the work of the FCC is better appreciated today both by the public and by the industries under its jurisdiction than it has ever been before. The Commission working as a team under your chairmanship has made notable advances in safeguarding freedom of speech and information and in protecting competitive enterprise in the field of communications.

But much work remains to be done and in the doing of it I shall want your advice and counsel. You are only on "furlough". I shall have to have your help from time to time, particularly in the field of international communications, and I know I can expect you to respond.

Sincerely yours,
/s/ FRANKLIN D. ROOSEVELT

This statement on the resignation of Chairman James Lawrence Fly was presented by Acting Chairman Paul A. Walker and unanimously adopted Nov. 14 by the FCC:

I do not think that the record of this meeting should close without an expression of appreciation on behalf of the Commission to the retiring Chairman, James Lawrence Fly.

Chairman Fly first joined us a little more than five years ago. From the beginning, he has shown a patriotic zeal and devotion to the work of the Commission and has exhibited unusual ability in grasping the complicated subject matter with which we deal daily.

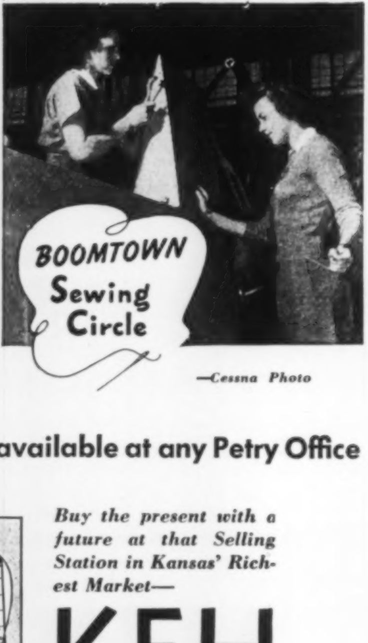
As Commissioners, closely associated with him during the past five years, we have learned to appreciate also his courage and steadfastness of purpose. The general recognition of these qualities by others, as evidenced in recent tributes in the press and elsewhere, confirms our more intimate judgment.

I move that these remarks be incorporated into the minutes of this meeting, together with our expression of appreciation for his services to the Commission, and our best wishes for the future.

WTAG Worcester, Mass., in conjunction with the BBC, is staging a "Great Britain Week" Nov. 19-25 in a demonstration of how radio can contribute to greater international understanding and world peace.

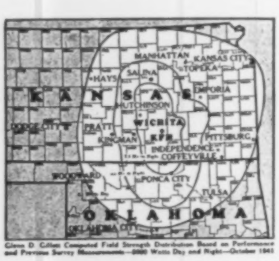
Wichita KFH

WHEN sewing societies move into aircraft plants—that's Boomtown! Wichita is the nation's No. 1 Boomtown—the **first city in the United States** in factory wage-earner employment gains! Wichita is an aircraft center today—with the only **permanent** plants in the Southwest — and aviation is here to stay!



—Cessna Photo

Hooperated, too . . . facts available at any Petry Office



Buy the present with a future at that Selling Station in Kansas' Richest Market—

KFH
WICHITA

CBS • 5000 WATTS DAY & NITE • CALL ANY PETRY OFFICE

Porter Selection

(*Continued from page 13*)

which took Mr. Porter deep into the labyrinth of Government procedure, his friends wondered at the apparent calmness with which Mr. Porter accepted the challenge of problems which had tried the patience of career men older in years and experience than he. To this extent—in his unruffled mien and buoyant mood—he is the antithesis of his predecessor, Mr. Fly.

A New Dealer

Both, by counterpart, however, have proved themselves men of will and determination. And both are staunch New Dealers.

Mr. Porter was 40 last Oct. 6. He was born in Joplin, Mo., the son of a Baptist minister. His family moved to Kentucky before young Porter was yet a year old. There he spent his childhood and youth, living most of the time in Winchester and attending Kentucky Wesleyan College in that city.

From those days in Kentucky, Mr. Porter gathered much of the folklore which provides the background for his droll stories about Judge Culpepper. He is reputed to be the best story teller among the New Dealers, and the wisdom he finds it necessary to expound in his profession usually is "warshed down" in the Culpepper manner with a jigger of wit.

Mr. Porter attended law school at the U. of Kentucky and those years were accompanied by active practice in the journalistic field as city editor of the *Lexington Herald*. Subsequently he was employed by General Newspapers Inc. in Indianapolis, of which Eugene Pulliam (now WIRE Indianapolis) was president.

Mr. Porter is the father of two daughters—Betsy, 13, and Ann, 7. Mrs. Porter is the former Bessie Edgar Benton of Winchester, with whose father Mr. Porter was once associated in the practice of law.

Lear to Make Sets

LEAR Inc., Piqua, O., formerly Lear Avia, manufacturer of radio equipment for aircraft and other specialized uses, will enter the home radio field after the war. Lear's contributions to radio include patented methods for eliminating the B-Battery, which interfered with operation of automobile radio sets; and origination of the "magic brain" radio frequency unit for automatic tuning.

Two for MBS

TWO Michigan stations owned by the Ashbacker family interests, WKBZ Muskegon and WKLA Ludington—are joining Mutual Nov. 20, bringing the total number of network outlets to 248. Formerly a Blue affiliate, WKBZ is operated on 250 w with 1490 kc by Ashbacker Radio Corp., the chief owner, Grant F. Ashbacker. WKLA, a newly established station, operates with 250 w on 1450 kc, the chief owner, Karl L. Ashbacker.

A CHILD'S WISH was answered by Joe Brown, conductor of *Joe Brown's Radio Gang*, Saturday morning children's program on WRVA Richmond, when Donald Lee Crain of Norfolk, victim of an auto accident, received an electric train he had asked for just before undergoing a serious operation. Because of the boy's interest in the program, Donald's mother appealed to Mr. Brown to help obtain a train. Her letter was read on the program and within a minute after signing off a sympathetic shutin called to offer a train, which Brown delivered to the hospital.

Budget Increased

THE advertising and promotion budget of American Home Foods Inc., subsidiary of American Home Products Inc., New York, has been increased by about 25%, with allocation as to product and media largely contingent on the extent to which the Government releases stocks for civilian use. With the Government now taking 100% of the output of G. Washington Coffee, American spot radio campaign on 12 stations for this product was discontinued at the conclusion of contracts several months ago, and will resume only if restrictions are lifted. Participating programs and spots on six stations in selected markets for cake mixes of P. Duff & Sons will continue. There is no radio in view for Clapp's baby foods, produced by a third division of AFH, Harold H. Clapp Inc.

Continental on CBS

CONTINENTAL CAN Co., New York, will sponsor a documentary program, *Report to the Nation*, starting Jan. 6 on 142 CBS stations, Sat., 1:30-2 p.m. Institutional advertising will be used for the first few programs with plans for straight product advertising later, for various types of containers. Program, which features John Daly, CBS commentator, as narrator, also will be heard on CBS outlets in Montreal and Toronto. Contract for 52 weeks placed through BBDO, New York.

Priebe Appoints

PRIEBE & SONS, Chicago, has appointed Goodkind, Joice & Morgan, Chicago, to handle advertising of its poultry and egg packing plants, hatcheries, and wholesale marketing. Radio will be used.

Pierce Leaves OWI After Two Years

Tells Story of Capture Of Radio Station Luxembourg

AFTER SERVING his country with distinction for nearly two years as chief engineer for OWI in Europe and Africa, Morry Pierce came back home last week to his old job as engineering supervisor for the Richards-Fitzpatrick stations (WJR WGAR KMPC). He was the first engineer to go abroad for OWI, agreeing originally to serve six months on a consultant basis. He had been persuaded three times to stay on but following his last stint it was felt he had "done his bit" and was entitled to again enjoy the comforts of home and family.

'Embarrassed'

Morrie was quite unaware of the fact that he had become a celebrity, if not a legendary figure. When shown stories in BROADCASTING and the newspapers about his latest achievement in capturing Radio Luxembourg he said he was "embarrassed" and that it wasn't fair that he be singled out from among all the American radio men who are doing such fine work abroad for OWI and the Army.

He mentioned among others William S. Paley, CBS president on leave as radio chief, Psychological Warfare Division, Supreme Headquarters, Allied Expeditionary Forces; Charles Topmiller of WCKY Cincinnati, now chief engineer for OWI in the Mediterranean Theatre; Lt. Col. Sam Rosenbaum, president of WFIL Philadelphia, recently transferred from the AMG at the request of Mr. Paley to take charge of Radio Luxembourg; Guy Della Ciopa, CBS director, now Chief Radio Officer, Radio Division, OWI London office.

Maj. Walter Brown of NBC, now with SHAEF public relations; Lt. Victor Tervola of NBC, now with PWD in Italy; Maj. John Hayes of WOR, now in charge of the Army Forces Network in France; Davidson Taylor of CBS, now assistant radio chief for SHAEF; Larry Stinson, who recently returned to his post as chief engineer for KVOO Tulsa after completing a special assignment for OWI in the Italian theatre.

Lt. Col. Howard Nusbaum, program producer for NBC, now in charge of radio for the 12th Army Group; Ed Codel, former general manager of the Atlantic Coast Network, now with the OWI in England; and Phil Cohen, former chief of the OWI Domestic Radio Bureau, now director of the American Broadcasting Station in Europe (ABSIE).

A casual recital of the details of the capture of the 150 kw Luxembourg station demonstrates beyond the shadow of a doubt that Morrie earned the military commendation he received for this feat [BROADCASTING, Oct. 23]. He was with the American Army when it first entered Luxembourg. Junglinster, site of the transmitter, was in enemy hands about 12 miles away.

Morrie lost no time in carrying out his objective. He went off in a jeep with three Army men to reconnoiter. Driving toward Junglinster along a side road, they had to wait while two German tanks passed on the main highway. Reaching the town, he inquired of natives the exact location of the transmitter. He was directed to the top of a hill from where he could see the massive towers of the station. A Luxembourger agreed to go down on his bicycle to look over the situation. He reported that the Germans were all at the nearby schoolhouse where they had been quartered.

Asked for Help

Morrie hurried back to seek the aid of an American armored division. The colonel in charge was none too enthusiastic about taking the station. It didn't seem very important. Fortunately, however, the commanding general appeared on the scene and Morrie again pressed his request, stressing the value of the station both to OWI and SHAEF. "You really want that station, Pierce?" asked the general. "Yes, sir, I do", Morrie replied.

An order was immediately issued for a platoon of tanks, a platoon of armored cars, and a complement of infantrymen. At midnight, in pitch blackness, the detail set out through the heavy forest, with Morrie and several officers leading in a jeep, guided by soldiers who led the way on foot. The procession moved as quietly as possible without lights.

They soon found the way barred by tank barriers constructed from sections of huge trees. Heavy chains were attached to the logs and pulled away by winches. On one occasion it was necessary to use dynamite to clear a path. By daybreak, the last obstacle—a hill too steep for the tanks to ascend—was reached.

The infantrymen deployed to surround the station. From all sides they closed in on the transmitter house and the antennas. There was no sound from the enemy. The Germans had evidently been frightened away by the blast.

Entering the transmitter house, Morrie found everything intact except that the tubes had been smashed, apparently as the Germans hastily fled. A Luxembourger, who had been employed at the station, knew of a German communications supply warehouse. It was found to contain an ample supply of replacement tubes.

That same day, Radio Luxembourg was broadcasting the truth for the first time in five years. It had gone off the air Sept. 3, 1939 when Britain declared war on Germany and later became one of the four leading German propaganda stations. Two others, designated Calais 1 and Calais 2 were demolished when the Germans took France. The fourth is Radio Bremen.

Jamming

There were some interesting sidelights in connection with the capture of Radio Luxembourg. Because of its high power, the station included its own diesel generated electric plant and used the municipal facilities only in an emergency since it caused a suspension of local transit service. Finding the station's power plant without fuel, Morrie dispatched word to Bill Paley at SHAEF headquarters. Within a short time, a fleet of Army trucks arrived with 85,000 gallons of diesel oil to enable the station to operate on full power.

Aside from its value for psychological warfare, for aiding in military operations and for restoring order in liberated areas, there is an additional advantage in capturing a station intact, especially one as powerful as Luxembourg; it forces the Germans to establish jamming facilities to jam the station.

And speaking of jamming, Morrie said the Germans employed an elaborate network of transmitters exclusively for jamming, with monitors employed to check jamming signals. But despite all their efforts they could not keep up with the different medium wave frequencies used by ABSIE and BBC and when France fell a large part of their jammers fell too. Allied shortwave signals are apparently getting into Germany with little difficulty.

Morrie went into Paris the day it was taken (Sept. 25). He said the French Forces of the Interior (FFI), the underground, in liberating the city, had been unable to prevent the destruction of the big Parisian stations.

In an effort to stop listening to Allied broadcasts, he said, the Germans had resorted to desperate measures. Two months before D-Day all receivers in Normandy and Brittany were confiscated. On top of that, the Germans shut off the power supply, forcing the inhabitants to use candle light.

But that did not stop listening. The French built crystal sets. BBC had broadcast instructions in advance on how to build them and to use telephone receivers for headsets. The FFI had even operated clandestine stations before the Germans evacuated.

In addition to the satisfaction of helping in the war, Morrie feels that the experience he gained in studying European radio has been priceless. American engineers have much to learn from Britain, France, Italy, Luxembourg and other countries which have far surpassed the United States in high-powered medium wave broadcasting.

WPAT
CENTER OF THE DIAL
660 770 880 930 1050 1130 1260
930

IN THE METROPOLITAN AREA

IS AMERICA'S MOST SUCCESSFUL YOUNG STATION!

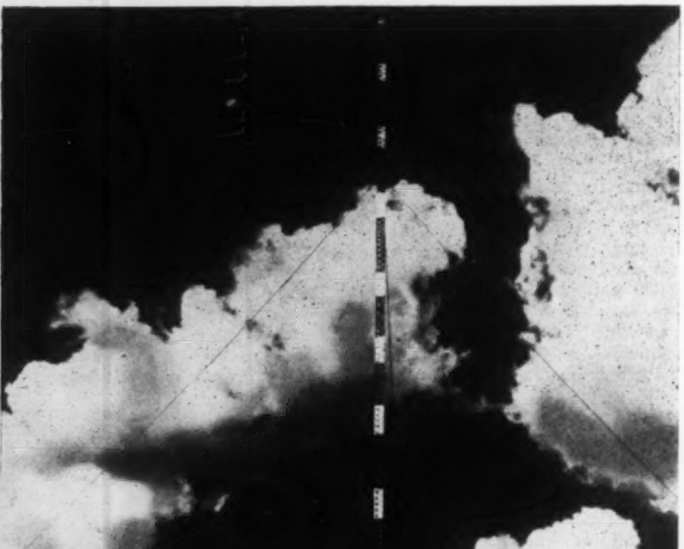
because . . .

EVERY MINUTE IS MADE TO COUNT! THE TRACK IS FAST. RESULTS* . . . $ AND RESULTS . . . CLEARLY INDICATE A LARGE RESPONSIVE AUDIENCE.

* CLIENTS' STATISTICS AVAILABLE UPON REQUEST

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK

Number ONE



. . . in readership

Leaders in broadcasting regularly present their messages to the advertising world through general advertising publications—the media which cover editorially all phases of advertising and marketing. Because of their broad coverage, these publications occupy a high position in the promotion programs for the broadcasting industry.

Advertising Age is Number One in readership among advertisers and their agencies, as proved by numerous and repeated independent surveys. Its exclusive coverage of the significant news of advertising and marketing . . . on a nation-wide basis . . . puts it first in reader value among all general advertising publications.

Now available for distribution are new surveys providing information of value to broadcasters in their promotion plans. Want copies of these surveys? Just write for a copy.

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago • 330 W. 42nd St., New York

Network Accounts

All time Eastern Wartime unless indicated

New Business

GENERAL ELECTRIC Co., Bridgeport, Conn. (home appliances and merchandising div.), in early January starts *G. E. House Party* on an undetermined number of CBS stations, Mon. thru Fri., 4-4:25 p.m. Agency: Young & Rubicam, New York.

CONTINENTAL CAN Co., New York (institutional), on Jan. 6 for 52 weeks begins *Report To The Nation* on 142 CBS stations plus CBS outlets in Montreal and Toronto, Sat. 1:30-2 p.m. Agency: BBDO, N. Y.

McCOLL-FRONTENAC OIL Co., Montreal (gasoline), on Dec. 2 starts *Metropolitan Opera* on 32 CBC Trans-Canada network stations, Sat. 2-5 p.m. Agency: Ronalds Adv. Agency, Montreal.

GILLETTE SAFETY RAZOR Corp., Boston (blue blades, shave cream) on Dec. 2 only sponsors Army-Navy football game on about 144 CBS stations Sat., 1:45 p.m. to conclusion. Agency: Maxon Inc., New York.

CAMPBELL SOUP Co., New Toronto, on Nov. 15 started *Jack Carson* on 27 CBC Dominion network stations, Wed. 8-8:30 p.m. Agency: Cockfield Brown & Co., Toronto.

PROCTER & GAMBLE Co., Cincinnati (Lava Soap), on Dec. 2 starts *The FBI in Peace and War* on 74 CBS stations, Sat. 8:30-8:55 p.m. Agency: Biow Co., N. Y.

SHERWIN-WILLIAMS Co., Cleveland (paints) on Nov. 26 starts *Metropolitan Opera Auditions of the Air* on 160 Blue stations Sun., 5:30-6 p.m. Replacing *World of Song*, Agency; Warwick & Legler, N. Y.

WHITEHALL PHARMACAL Co., New York (Anacin) on Nov. 13 started Fleetwood Lawton on 7 NBC West Coast stations, Mon. Tues. Wed. Fri. 8:15-8:30 p.m. (PWT). Agency: Dancer-Fitzgerald-Sample, N. Y.

NASH-KELVINATOR Corp., Detroit, on Dec. 24 starts musical variety program with Andrews Sisters on 190 Blue stations, Sun. 4:30-5 p.m. Agency: Geyer, Cornell & Newell, N. Y.

ELGIN NATIONAL Watch Co., Elgin, Ill., on Nov. 23 and Dec. 25 sponsors Thanksgiving Day and Christmas Day programs on 141 CBS stations, 4-6 p.m. Agency: J. Walter Thompson Co., Chicago.

SOIL-OFF Mfg. Co., Glendale, Cal. (Soil-Off), on Nov. 6 started Buddy Twiss—movie chatter program, on 15 Blue Pacific stations Mon. Fri. 1:45-1:50 p.m. (PWT). Agency: McCann-Erickson, Los Angeles.

CHEMICALS Inc., San Francisco (Vano), on Oct. 21 for 52 weeks started *Swap 'n' Shop* on 16 Don Lee Pacific stations, Sat. 9:30-10 a.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

R. B. SEMLER Inc., New York (Kreml Hair Tonic, Kreml Shampoo), on Dec. 4 starts newscast on about 170 MBS stations, Mon. thru Fri. 12 Noon to 12:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

SWIFT CANADIAN Co., Toronto, on Nov. 6 started *Courier Confidence* on 3 CBC Quebec network stations, Mon., Wed., Fri. 10:15-10:30 a.m. Agency, J. Walter Thompson Co., Toronto.

HOBBS GLASS Ltd., Toronto (glass and plastics), on Oct. 26 started *Fred Waring* on 10 Ontario stations, Thurs. 7-7:30 p.m. Agency: J. Walter Thompson Co., Toronto.

YORK KNITTING MILLS, Toronto, on Nov. 5 started *Singing Stars of Tomorrow* on 25 CBC Trans-Canada stations, Sun. 5:30-6 p.m. Agency: Cockfield Brown & Co., Toronto.

PETER PAUL Inc., Naugatuck, Conn. (Mounds, Dream candy bars), on Oct. 31 for 52 weeks started Graeme Fletcher—commentator, on 7 NBC Pacific stations, Tues. Thurs. 7-7:15 a.m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

Renewal Accounts

TABLE PRODUCTS Inc., Los Angeles (Nu-Made mayonnaise), on Oct. 29 for 13 weeks renewed *Night at Hoagy's* on 45 MBS stations, Sun. 11:30 p.m. to 12 Midnight. Agency: Foote, Cone & Belding, Los Angeles.

42 PRODUCTS Inc. Los Angeles (hair oil, shampoo), on Nov. 15 renewed for 52 weeks *Bulldog Drummond* on 36 Don Lee Pacific stations, Wed., 8:30-9 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

ASSOCIATION for Education by Radio announced plans last Tuesday for a workshop of four weeks duration to begin Feb. 5. There will be two-hour sessions on each successive Monday evening, featuring lectures, demonstrations, and recordings dealing with science, music, literature, forums, and other cultural and educational subjects.

AMERICAN Bakeries Co., Atlanta, Ga. (Merita bread, cakes & crackers), on Dec. 4 for 26 weeks renews Robert St. John on 16 NBC stations, Mon. Wed. Fri. 10:15-10:30 a.m. Agency: Tucker Wayne & Co., Atlanta.

CONTI PRODUCTS Inc., New York (soap), on Nov. 23 resumes *Treasure Hour of Song* on 33 MBS stations, Thurs. 9:30-10 p.m. discontinuing Nov. 16 *Starlight Serenade*, summer replacement. Agency: Bermingham, Castleman & Pierce, N. Y.

SOUTHERN PACIFIC Co., San Francisco (institutional), on Nov. 8 for 52 weeks renewed *Mainliner* on 14 Don Lee Pacific stations, Wed. 8-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

PERALTA WINE Co., San Francisco (Monte Cristo wines), on Nov. 7 for 39 weeks renewed *The Count of Monte Cristo* on 16 Don Lee Cal. stations, Tues. 8-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

RADIO BIBLE Class, Detroit, on Dec. 31 for 52 weeks renews *Radio Bible Class* on 193 MBS stations, Sun. 10-10:30 a.m. Agency: Stanley G. Boynton Co., Detroit.

Network Changes

P. LORILLARD Co., New York (Old Gold cigarettes), on Oct. 29 replaced *Jackie Gleason-Les Tremayne Show* on 129 NBC stations Sunday 10:30-11 p.m. with *The Comedy Theatre*. Agency: Lennen & Mitchell, N. Y.

P. LORILLARD Co., New York (Old Gold Cigarettes), on Oct. 25 started *Which is Which* on 140 CBS stations, Wed. 9:30-10 p.m., having discontinued Oct. 18 Alan Jones on 122 CBS stations, Wed. 8-8:30 p.m. Agency: Lennen & Mitchell, N. Y.

VAN CAMPS-STOKLEY BROS. & Co., Indianapolis, on Jan. 26 discontinues *Luncheon With Lopez* on 129 MBS, Fri. 1:30-1:45 p.m. and on Jan. 29 starts musical-variety program on 130 MBS stations, Mon. Wed. Fri. 11:30-11:45 a.m. Agency: Calkins & Holden, N. Y.

EMERSON Drug Co., Baltimore (Bromo Seltzer), on Jan. 6 will replace *Ellery Queen* with *The Saint* on 15 NBC stations, Sat. 7:30-8 p.m. with repeat on 6 NBC stations, Thurs. 12:30 p.m.-1 a.m. Agency: McCann-Erickson, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), has added 17 CBS stations to *Music That Satisfies*, making a total of 143 CBS stations, Tues., Wed., Thurs., 7:15-7:30 p.m. Agency: Newell-Emmett Co., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston (blades), has extended contract for boxing bouts on over 200 MBS stations, Fri. 10 p.m., from May 25, 1945 to Aug. 31, 1945, replacing original 26-week contract with 52-week contract retroactive as of Sept. 8, 1944. Agency is Maxon Inc., New York.

EMERSON Radio & Phonograph Corp., New York (institutional), on Nov. 19 discontinued *You Can't Take It With You* on 63 MBS stations, Sun. 5-5:30 p.m. Agency: William H. Weintraub & Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Nov. 9 shifted *The Rudy Vallee Show* on 135 NBC stations from Sat. 8-8:30 p.m. with West Coast repeat 8:30-9 p.m. (PWT) to Thurs. 10:30-11 p.m. Agency: H. W. Kastor & Sons, Chicago.

WILLIAMSON Candy Co., Chicago (candy bars), on Nov. 10 shifted *Famous Jury Trials* from 101 Blue stations Tues. 9-9:30 p.m. to Fri. 8:30-9 p.m. and renews for 52 weeks. Agency: Aubrey, Moore & Wallace, Chicago.

AFRA Politics

DISCUSSION of a resolution to limit the New York local of AFRA to matters of wages and working conditions and to prohibit participation in social or political movements kept the local's annual meeting last Thursday in session until 2 a.m. Amended to permit political issues to be raised on petition of 100 members and to be submitted to members not present by a mail referendum, the motion was passed by members present. Others will be balloted by mail on the subject.

Los Angeles AFRA May Suspend 100

Dec. 1 Named Deadline to Pay Delinquent Assessment

WITH DEADLINE for paying a delinquent $1 assessment set for Dec. 1 by the Los Angeles Chapter of AFRA, some 100 members face penalties, with suspension being tacitly understood. Assessment was to help defeat Proposition No. 12, the so-called "right to work measure" which was voted down in the California election on Nov. 7.

Following members' refusal to pay the assessment, AFRA board of directors at a special session on Nov. 10 unanimously adopted a deadline resolution which affects, among others, Cecil B. DeMille, producer-director of CBS *Lux Radio Theatre*, who might face the possibility of being withdrawn from that program.

Promises to Fight

Although refusing to issue a statement, DeMille is reported to have told intimates that he will fight the special assessment, if necessary carrying it to the U. S. Supreme Court. DeMille previously had maintained that the assessment was unconstitutional and therefore refused to make the payment. Regular AFRA dues together with the assessment were to have been received up to Nov. 1, with some 100 of the 2300 members failing to respond. A 15-day grace was allowed. With deadline passed, Los Angeles Chapter board issued its ultimatum.

Claude L. McCue, executive secretary of Los Angeles local, AFRA issued a statement explaining the action and the assessment of which he said, "The assessment to oppose Proposition 12 was levied by unanimous action of the board pursuant to the wishes of the membership expressed at a general meeting and ratified by the membership at a general meeting."

AMA Radio Session

AMERICAN MARKETING Assn., at its annual meeting to be held Nov. 30-Dec. 1 at the Edgewater Beach Hotel in Chicago, has scheduled a luncheon meeting Thursday on the NAB's Broadcast Measurement Bureau. Paul Peter, NAB director of research, will speak.

MGM, RKO SHIFT FROM NET TO SPOT

TWO MAJOR film companies, Metro-Goldwyn-Mayer Pictures Corp., New York, and RKO Radio Pictures, New York, after more than six months of network advertising will discontinue their shows to concentrate on spots. Both studios have been supplementing programs with spot announcements and now feel that spots offer a better advertising medium for pictures premiering or playing in various localities.

MGM which has been sponsoring a talent-seeking program, *Screen Test*, 9:15-9:30 p.m. Mon. thru Fri. on 87 MBS stations, discontinues the show on Dec. 8. The film company started a spot campaign last spring, and is now using more than 100 stations on a 52-week basis [BROADCASTING, May 22, Oct. 16]. According to a spokesman of the agency, Donahue & Coe, New York, present plans call for a continual expansion program of spots on long-term contracts.

RKO on Nov. 24 discontinues *Hollywood Star Time* on 177 Blue stations, Mon. through Fri., 3:15-3:30 p.m. New policy of RKO which heretofore has used spot advertising for individual films at irregular intervals, calls for a spot campaign to begin shortly on a long term basis with a continually expanding program. Agency is Foote, Cone & Belding, New York.

Transportation Causes FMBI Convention Delay

BECAUSE of the acute transportation situation, the FMBI has postponed its annual meeting which had been scheduled for Jan. 21-22 at the Commodore Hotel, New York. At a meeting of the FMBI Board in Chicago during the NAB Executive War Conference the convention dates were set, but President Walter J. Damm of WTMJ-WMFM Milwaukee was authorized to use his own discretion as to whether the meeting would be held.

Following renewed requests from the Office of Defense Transportation to all organizations to keep travel at a minimum because of military needs Mr. Damm notified the ODT that the FMBI convention would be postponed. Tentative plans are to hold a meeting some time after April 1 depending upon transportation facilities.

OWI PACKET, WEEK DEC. 11

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 11. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Sixth War Loan	X	X	X	X	X	--	--
Car Pooling	--	X	X	X	X	--	--
Army Nurses	X	--	--	--	--	--	--
Ceiling Prices	--	--	X	--	X	--	--
Don't Travel	X	--	--	--	--	--	--
Planned Spending	--	--	--	--	--	X	X

See OWI Schedule of War Message 138 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WAGA-Produced for
14 STATIONS
SUNSHINE BOYS
Sponsored by
Colonial Stores

WAGA-Produced for
8 STATIONS
⑧ COWBOYS
Sponsored by
Spearman Brewing Co.

WAGA-Produced for
23 STATIONS
LEW CHILDRE
Sponsored by
General Foods

WAGA-Produced for
6 STATIONS
Lightcrust Doughboys
Sponsored by
Burrus Mills

OUTSTANDING PROGRAMS AND PRODUCTION
A FORT INDUSTRY STATION
WAGA
ATLANTA

5000 WATTS ON 590 KILOCYCLES REPRESENTED BY HEADLEY-REED CO.

WHAT LUCKY PROMOTION MAN WANTS MY JOB?

Working for a 50,000 watt network-owned station in the East has led to my transfer to headquarters in New York.

My job in this major market will soon be open. Perhaps you're just the self-starter my boss is seeking. He says he wants someone who has a versatile imagination, creative ability, a forceful, refreshing writing style—an energetic person with a thorough background in sales promotion. You'll not only get the same opportunity for advancement I was given, but you'll have the pleasure of working with a congenial co-operative staff at a progressive station, headed by an alert manager who gives your talent the widest freedom of expression.

Your application will be kept in strict confidence. **Write,** giving full particulars, including salary requirements and availability to Box 880, BROADCASTING.

FRANKIE CARLE
records for
LANG-WORTH

STUDIO AFLOAT GAVE LEYTE NEWS

Former WRVA Control Operator, Now Lieutenant, Supervised 100,000 w Installation

IT WAS an ex-radioman who supervised the installation of radio equipment and reconstruction work on the 100,000 w radio ship used to bring to the world news of the Philippine landings. He is Lt. Sanford T. Terry Jr., former control operator of WRVA Richmond, now with the Signal Corps.

Lt. Terry

After months of drawing plans, testing equipment, working out modifications and changes, a handful of officers and enlisted men of the Signal Corps, led by Lt. Terry, completed the work that transformed the 55-year-old vessel into a communications ship that has broken news records in the announcements that have been broadcast on its wavelength.

The ship has a displacement of less than 1,000 tons. Its voice power output is 100,000 w. Rebuilt completely, the forward cargo hold encases a rubber insulated, soundproofed and air-conditioned studio. To combat weather and other operational disturbances, transmission is beamed over channels for a maximum assurance of reception.

Radio correspondents aboard on Leyte D-Day were Arthur Feldman, Blue; George Folster, NBC; Gordon Walker, Mutual; John B. Hughes, CBS. Maj. A. A. Schechter, former NBC news and special events director, is traffic manager for press and radio.

Lt. Terry has been promoted to first lieutenant since going overseas in January. He has received a presidential citation and the Bronze Star.

Cowles Executives Meet For Policy Discussion

GARDNER COWLES Jr. president, Cowles Broadcasting Co., and other top executives of the company and its stations will meet Tuesday at the University Club, New York, for a general policy discussion with emphasis on plans for improving programs.

Other scheduled to attend are:

John Cowles, chairman of the board, Cowles Broadcasting Co.; T. A. M. Craven, vice-president, with headquarters in Washington; Phil Hoffman, vice-president, in charge of operating KRNT Des Moines and WNAX Yankton; Carl Koester, treasurer; Ted Enns, national sales manager.

Also Craig Lawrence, vice-president of WHOM Jersey City and WCOP Boston; A. N. Armstrong Jr., general manager, WCOP; Merle Jones, general manager, WOL Washington; Don Inman, vice-president and general manager, WNAX; James Milloy, vice-president, *Look;* Karl Haase, treasurer, WHOM and WCOP; Eugene Katz, secretary, the Katz Agency, sales representative of the Cowles stations.

Dealers Get New Discs

RCA Victor Division, RCA, Camden, N. J. lost no time in getting its first new records from studio to dealer after the recording ban had been lifted Nov. 11. Early Sunday afternoon, Vaughn Monroe cut "The Trolley Song" and "The Very Thought of You" and 26 hours later, the discs were on sale at Wanamaker's, Philadelphia. The process usually takes about two weeks, and the Sunday activity established a new industry record for speed, according to RCA.

J-W-T Video Head

TOM WEATHERLY, producer-director of the television staff of J. Walter Thompson Co., New York, formerly a Broadway producer, has been named J-W-T television director, a new post.

Public Will See RCA's New Video

Production of Model Receiver Awaits Lifting of Freeze

PUBLIC appearance of RCA's model postwar television receiver will take place at a press showing contemplated within the next two or three months. The receiver was shown at a select gathering recently at NBC headquarters.

Set, a working model of a projection type of receiver which will be put into production as soon as manpower and material are available, displayed its pictures on a screen measuring slightly less than 18 by 24 inches and with a clarity said to be startling in comparison to the images of prewar models.

Projection Method

Clarity is believed to be the result of a system of projection television based on the Schmidt aspherical lens which has been described by RCA engineers D. W. Epstein and I. G. Naloff in papers before recent technical meetings. Basic problems of providing a cathode-ray tube capable of producing very bright pictures with the necessary resolution and of providing the most efficient optical system to utilize the largest possible amount of the light generated, they reported, had been solved by developing cathode-ray tubes capable of operating at high voltages and by use of a reflective optical system consisting of a spherical front face mirror and an aspherical correcting lens.

Chief handicap of the application of this system, said to be six times more efficient than a good F:2 refractive lens, to home television has been the high cost of the aspherical lens. This problem has been overcome by the development of machines for making aspherical molds and a process for molding aspherical lenses from plastics, RCA engineers reported.

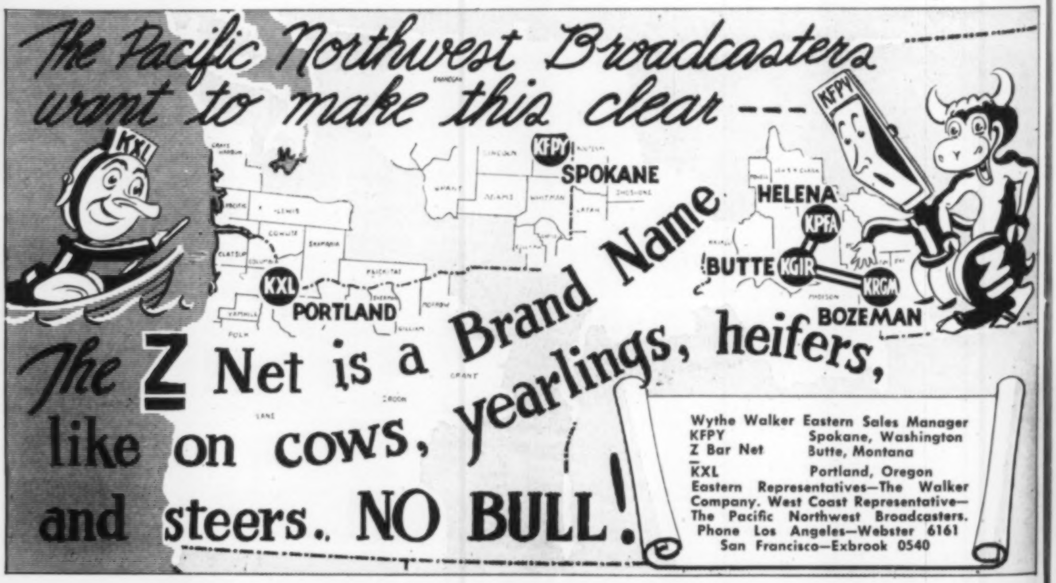
TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

STOVIN
&
WRIGHT
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.



The Pacific Northwest Broadcasters want to make this clear ---
KXL
KFPY
SPOKANE
HELENA
KPFA
BUTTE
KGIR
KRGM
KXL
PORTLAND
BOZEMAN
The Z Net is a Brand Name like on cows, yearlings, heifers, and steers.. NO BULL!

Wythe Walker Eastern Sales Manager
KFPY Spokane, Washington
Z Bar Net Butte, Montana
KXL Portland, Oregon
Eastern Representatives—The Walker Company. West Coast Representative—The Pacific Northwest Broadcasters.
Phone Los Angeles—Webster 6161
San Francisco—Exbrook 0540

Other Fellow's Viewpoint

'Atrocities' Abroad

EDITOR BROADCASTING:

May I enter an objection in the name of American broadcasters, to the atrocities being committed on the American stations in England. It is criminal that this "front window" of the American Broadcasting system in England, should be cluttered with such trash as the character being "created" on the *Rise & Shine* program, and others.

Certainly, it is definitely unfair to the high quality of our production and programs at home, to present the British listeners with such haphazard and slip-shod programming.

HENRY POOLE, CSC

[EDITOR'S NOTE: Mr. Poole, now stationed in England by the Navy as Aviation Chief Radio Man, formerly was with KWAL Wallace, Ida.; KRJF Miles City, Mont., and WDGY Minneapolis. His address is Box 1, F. A. W. 7-F. P. O. —New York City.

For Ed's Headache

EDITOR BROADCASTING:

"Snap Back with Stanback"—Ed Kobak!

Undoubtedly your editorial writer had Stanback in mind, (knowing the headaches that there are in the business), when he borrowed part of the famous slogan to headline the article in today's (Nov. 6) issue of BROADCASTING commenting on Mr. Kobak's entry into Mutual.

We applaud the decision of all concerned: Mr. Kobak, Mutual and your editorial writer. To show that we wish Mr. Kobak every success, the least we can do is suggest use of the enclosed package of Stanback for his first BIG headache.

CLAYTON J. COSSE,
Assistant Advertising Manager,
Stanback Co., Ltd.

Got a 'Boot'

EDITOR, BROADCASTING:

Oh Brother! That caption on the editorial page of the Nov. 6th edition of BROADCASTING regarding Edgar Kobak going to Mutual: "Snap Back With Kobak"! WOW! Our whole staff here sure got a boot out of that one.

The cleverest I've seen in a long time.

MEL KAMPE,
Program Director
WIL St. Louis

Correction

MORTON SALT Co., Chicago, will use an average of 10 spots per week not five as reported in the Nov. 6 BROADCASTING and the timebuying for the account, as for all other Kenyon & Eckhardt accounts, is handled by the New York office rather than in Chicago.

Stability Counts

NOW---AND IN THE POST-WAR PERIOD

THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL

5000 WATTS
NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

NETS GRANT AFRA SUSTAINER BOOST

AMERICAN Federation of Radio Artists last week reached agreement with the networks on terms of a new contract for the employment of artists on sustaining programs and with the recording companies on a new transcription agreement. Sustaining contract is patterned closely on the recently concluded commercial code and calls for an overall 10% increase in scale, with the same provisions for extra fees where evening dress is required, payment of traveling expenses, name credits, etc., as in the commercial agreement [BROADCASTING, Nov. 13]. Formal ratification of the code is now awaiting approval of the AFRA locals.

Transcription code was renewed without a single change. Union demands for a 10% increase here as well as for network performances were met by a set of counter demands on the part of the transcription companies, beginning with the proposal that the rates stay where they were. Code, which had been in effect only one year, for the first time gave parity with live commercial rates to recorded performances and was considered a major achievement by AFRA.

Network staff contracts are now under negotiation in New York, and the commercial contracts for local and regional broadcasts in Chicago and on the Pacific Coast are also being negotiated. They will then be submitted to the War Labor Board for approval, retroactive to Nov. 1. The transcription code does not have to be submitted to WLB, it is believed, since it does not call for any increase in wages. All contracts run for two years, until Oct. 31, 1946.

WAC GIVEN PLAN TO HELP VETERANS

PLANS for an educational campaign to guide civilians in their treatment of returning war veterans were presented last Tuesday by the War Advertising Council to a meeting of about 150 business leaders, held in New York under the auspices of the Drug, Cosmetic and Allied Industries Committee. Program, endorsed by Army, Navy, Retraining and Rehabilitation Administration and other official agencies and already approved by the Committee's policy committee, would call for an extensive advertising schedule in all media, contributed by the Committee, which last year donated an estimated $2,000,000 worth of time and space to recruiting women for war jobs and the previous year sponsored a war bond campaign.

Drug, Cosmetic and Allied Industries Committee plan differs from most advertising support of Government campaigns in that each participating company is asked to contribute 5% of his total advertising budget, either in cash or in time and space. For radio an allocation plan has been worked out by which each participating sponsor contributes, not 5% of each broadcast, but all of each 20th broadcast, from which all product selling is dropped so that the entire broadcast can be presented in the interest of the war campaign. Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co., is chairman of the Committee.

One Of America's Finer Stations

FIRST CHOICE
90.2%
PRIMARY AREA
RADIO HOMES

WBOC

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK ★ SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

IT DOESN'T TAKE MAGIC TO GET RESULTS FROM THE MAGIC VALLEY

KTFI
TWIN FALLS · IDAHO

REACH THE *Active* SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

"The Gospel Singer"
with Ed McHugh
420 15-minute
transcribed programs
NOW AVAILABLE

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue · NEW YORK CITY

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

Liberalizing of Voluntary Code Urged at NAB Board Meeting

Next Membership Session to Be Held in Spring; Bylaws Committee to Consider Amendments

LIBERALIZATION or possible elimination of that portion of the NAB Code relating to solicitation of memberships is seen with adoption last week by the NAB Board of Directors of a resolution requesting the Code Committee to revise the voluntary ethics to "more nearly conform it to present conditions".

At the same time the Board set the next membership meeting, probably a war conference, for some time between April 15-May 15 and instructed C. E. Arney Jr., secretary-treasurer, to make arrangements. Site of the conference was left to Mr. Arney. He also was instructed to arrange for district meetings in all 17 districts, beginning the second week in January and concluding 30 days before the general membership session.

With reference to the Code, J. Harold Ryan, NAB president, told a news conference that in light in the WHKC-CIO developments [BROADCASTING, Nov. 13], the Board felt a study should be made toward liberalization of the membership provision. That clause was adopted at the 1943 Chicago Convention to cope with the problem of cooperatives using air time to solicit memberships. It was never intended to prohibit labor organizations from using paid time to solicit members, according to those who helped formulate the provision.

Following is the resolution adopted by the board on motion of T. A. M. Craven, vice-president of the Cowles Broadcasting Co., and seconded by Leslie C. Johnson, general manager of WHBF Rock Island, Ill.:

> The Board requests the Code Committee to proceed to a revision of the NAB Code to more nearly conform it to present conditions, with especial attention to the restrictive provision on the solicitation of memberships, looking to its liberalization or its total elimination.

Referred to the bylaws revision subcommittee for study and recommendations were two propsed amendments, one which would amend Sec. 8, Article 3 regarding suspension and expulsion of members and the other reclassifying stations with reference to the election of directors-at-large.

On suggestion of the Code Committee, the bylaws group was instructed to review that portion of Sec. 8 which provides that sufficient cause for suspension or termination of membership "shall be violation of bylaws or any agreement, rule or practice properly adopted by the Association". Under a proposal on reclassification of stations, submitted by Mr. Craven, "large" stations would be Class IA and IB outlets; "medium" Class II above 250 w and Class III; "small", Class II of 250 w and Class IV stations.

Another proposal to be studied was that the Board include representation from FM, television and facsimile stations. On the bylaws revision subcommittee are Paul W. Morency, WTIC Hartford, chairman; Kolin Hager, WGY Schenectady; John J. Gillin Jr., WOW Omaha.

Appointment of a fulltime labor relations employe to assist John Morgan Davis, labor counsel, and to succeed Lt. Joseph Miller, now on active Navy duty, was authorized. The Board also approved the 1945 budget, which calls for expenditures approximately the same as those of 1944, except that traveling expenses have gone up. Included is an item for $75,000 which will be advanced to the Broadcast Measurement Bureau, but which is to be returned (see page 14) and other items aggregating approximately $30,000, including employment, if necessary, of legislative counsel. It was pointed out, however, that at least $100,000 of the budget is recapturable.

Ten new active members, including the first television station admitted, were received, along with three associates. The new active members are: WMAN Mansfield, O.; KSUB Cedar City, Utah; WKRC Cincinnati; WJMS Ironwood, Mich.; WNBH New Bedford, Mass.; KNOE Monroe, La.; KPLT Paris, Tex.; WCBW New York, CBS television station; WABC-FM New York, and WBBM-FM Chicago, CBS FM stations.

Associate members: The Branham Co., New York, station representative; Machlett Labs., Springdale, Conn., and Wincharger Corp., Sioux City, Ia., manufacturers.

Attending the Board meeting were: President Ryan, Mr. Arney, Mr. Morency, District 1; Mr. Hager, District 2; Roy F. Thompson, WFBG Altoona, Pa., District 3; Campbell Arnoux, WTAR Norfolk, Va., District 4; John C. Bell, WBRC Birmingham, District 5; John E. Fetzer, WKZO Kalamazoo, District 8; Mr. Johnson, District 9; Mr. Gillin, District 10; E. L. Hayek, KATE Albert Lea, Minn., District 11; William B. Way, KVOO Tulsa, District 12; Hugh A. L. Halff, WOAI San Antonio, District 13; Hugh B. Terry, KLZ Denver, District 14; Arthur Westlund, KRE Berkeley, Cal., District 15; William B. Ryan, KFI Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17; Hugh Feltis, KFAB Lincoln; J. O. Maland, WHO Des Moines; Comdr. Craven, WHOM New York; Don S. Elias, WWNC Asheville; Dr. Frank Stanton, CBS New York; Frank M. Russell, NBC Washington, directors-at-large.

Absent because of illness were Nathan Lord, WAVE Louisville, District 7, and Hoyt B. Wooten, WREC Memphis, District 6.

Aldama on KFAC

ALDAMA PRODUCTS Co., Los Angeles (E-Z apple sauce, pie-crust, gravy), new to radio, on Nov. 12 started sponsoring a weekly quarter-hour program of commentary and recorded music on KFAC Los Angeles. Contract is for 13 weeks. Agency is Brisacher-Van Norden & Staff, Los Angeles.

HARVEY is now a distributor of

Audax EQUIPMENT

the "Royal Family" of pickups, cutters, jewel points

AUDAX, now available through HARVEY, distributor of fine radio and electronic equipment, represents the ultimate in professional recording accessories. AUDAX Pickups are made with the unique "relayed-flux" principle so largely responsible for the sharp, clear-cut facsimile reproduction of Microdyne. Into the Pickups, as well as the Cutters and Jewel Points, has gone the delicate precision craftsmanship of masters of the trade. Long noted for its engineering and mechanical perfection, AUDAX equipment is used in radio stations, recording studios and wherever the performance requirements are exacting.

Free! **PICK-UP FACTS!** Write today for this valuable booklet which contains the answers to most questions in the field of sound reproduction, written by Maximilian Weil, leading authority on the subject.

Upon receipt of suitable priority, HARVEY can promise you reasonably prompt deliveries of all AUDAX products.

HARVEY RADIO COMPANY

103 WEST 43rd STREET • NEW YORK 18, N. Y.

CRYSTALS

HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

GOLDMARK, LODGE PROMOTED BY CBS

EXPANSION of the CBS general engineering department and creation of a new department of engineering research and development to handle the application of wartime electronic developments and their application to peacetime network operations were announced last week by Joseph H. Ream, CBS vice-president and secretary.

Dr. Peter C. Goldmark, chief television engineer of the network, will head the new department with the title of director of engineering research and development. His present laboratory staff will be enlarged to cover research and development in the fields of antennas, tubes, receivers and recordings as well as television.

Mr. Goldmark

Mr. Lodge

William B. Lodge, general engineering supervisor, has been named director of general engineering. He continues to head the department, expanded activities of which comprise engineering services in standard broadcasting, shortwave and FM; audio, studio, transmitter and master control design, and frequency allocations.

Henry Grossman continues as director of technical operations for CBS standard, shortwave and FM broadcasting, under James M. Seward, director of operations.

'Argosy' Spots

POPULAR PUBLICATIONS, New York, last week started one-minute transcribed spot announcements at varying intervals on stations in 16 or 17 markets for *Argosy* magazine. Plans call for an expansion of the station list. Agency is Newell-Emmett Co., New York.

FRANK SAMUELS, recently named Blue spot and network sales director in San Francisco (BROADCASTING, Oct. 16) previously sales manager of KGO-Blue San Francisco, has been named sales promotion manager of the Blue's western division, succeeding **TRACY MOORE**. **BYRON NELSON** becomes San Francisco sales manager for the Blue.

Mem May Use Radio

MEM Co., New York, has appointed Theodore J. Funt Co., New York, to handle advertising for men's toiletries and women's perfumes. Spot radio plans have been included in the presentation for client's approval.

NBC CANCELLATION IRKS UPTON CLOSE

UPTON CLOSE, commentator, lashed out in the press last week with the charge that NBC had been pressed by "certain radical and communistic elements" into serving notice on his sponsor, W. A. Shaeffer Pen Co., that the Sunday 3-3:30 p.m. period would no longer be available unless he was dropped.

NBC executives in New York, and Russel M. Seeds Co., Chicago, declined to comment. It is understood the program has been set to go off for the past month, and that a new commentator and format have been lined up for Shaeffer.

Mr. Close made his first charges in Memphis in an interview with a reporter from the *Press-Scimitar*. C. R. Shaeffer, president, was later reported as stating that the company has been notified that NBC would not sell Mr. Close after Dec. 10.

Devoting his entire column *Reading the Signs*, in the Nov. 16 issue of the *N.Y. Journal-American* to the matter, Mr. Close brought in the issue of free speech and the right of the minority to express its opinions.

Mr. Close is also heard on Mutual, Sunday, 6:30-6:45 p.m. for Lumberman's Mutual Casualty Co.

Apparently in a move to counteract similar reports that Henry J. Taylor also was being dropped for his political views, the Blue Network last week followed up a previous announcement that he was going off the air, with a second statement, explaining that he was available for regular domestic broadcasts only through Dec. 31, and would not continue his 6:45 p.m. commentary after that date. First announcement came last month at a luncheon meeting on Blue co-op programs [BROADCASTING, Oct. 16]. At that time Stanley Florsheim, Blue cooperative program sales manager, stated that with decreasing interest in political news after the election, Mr. Taylor would be replaced by a different type of program.

COLUMBUS
WBNS KNOWS HOW TO PULL 'EM IN!
Ask Any Blair Man or Us!
CENTRAL OHIO'S ONLY CBS OUTLET

NARFD NAMES THREE AT PHILA. MEETING

HOMER MARTZ, KDKA Pittsburgh; Mert Emmert, WEAF New York, and Cliff Gray, WSPA Spartanburg, S. C. were elected members of the national executive council of the National Assn. of Radio Farm Directors at the NARFD Eastern Division conference Nov. 13-14 in Philadelphia. The latter two members were reelected to their posts while Mr. Martz succeeds Emerson Markham, WGY Schenectady, who had been elected NARFD vice-president last May in Columbus at the first national meeting of the farm group, organized early this year.

Mr. Emmert was also elected chairman of the regional group while Charles Worcester of CBS was elected vice-chairman and Charles Shoffner of WCAU Philadelphia, secretary. The Eastern Division membership committee consists of Mr. Martz, chairman; Mr. Gray and Jesse Buffman, WEEI Boston.

Addressing the conference were: Charles H. Smith, CBS research dept.; Charles A. Bond, Dept. of Agriculture Radio Service; Sam Reck Jr., editor, Extension Service, N. J. State College of Agriculture; Carlos Franco, vice-president, Young & Rubicam; C. W. Hackenynos, General Electric Co.; Dr. Carroll C. Pratt, head, Psychology dept., Rutgers U.; Dr. Paul Lazarsfeld, director, office of Radio Research, Columbia U.; E. A. Koster, Radio Committee, U. of Penn.; Robert Reed, editor, *Country Gentleman;* Barney Molohon, Radio News Service, Treasury War Finance Division.

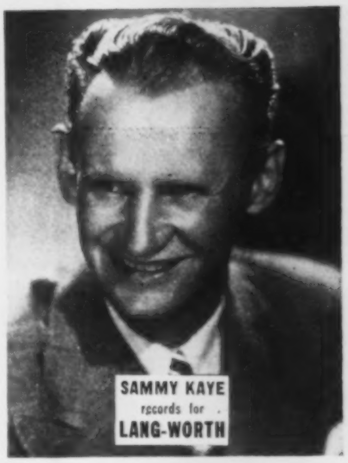
Education FM Foreseen As Leader in Service

RESPONSIBILITY for public service programs in the future will probably be shared by both educational FM and commercial stations—with the educational stations "carrying the ball"—FCC Commissioner Clifford J. Durr prophesied at a Washington meeting last Tuesday of the Assn. for Education by Radio. He said the system may lead to competition, which would serve to spur both types of stations to better programs.

The Commissioner said that in considering the allocation of the requested 15 frequencies for educational FM, the FCC is aware of the educational channels and if enough interest is shown by educators, the desired frequencies may be allocated.

Problems holding back educational FM stations were outlined by William D. Boutwell, managing editor of the American Vocational Assn. *Journal*. Mr. Boutwell foresees "10 times as many FM educational stations in five years". He paid tribute to Phil Loucks, FMBI counsel, as the man responsible for procuring preliminary wavelength for education.

Referring to television, Dr. R. R. Lowdermilk, U. S. Office of Education Radio Service, said that schools may enter into contracts with television stations to use their studios during the day, when there is not a large general audience. He added that if facsimile is assigned frequencies, education will request an allocation.



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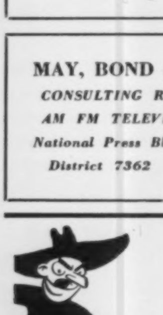
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THE SHADOW
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Actions of the FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 11 TO NOVEMBER 17, INCLUSIVE

Decisions . . .

NOVEMBER 13

1450 kc-WKLA Ludington Broadcasting Co., Ludington, Mich.—Granted license cover CP new standard station.

780 kc-WJAG Norfolk, Neb.—Granted license to cover CP change 1090 kc to 780 kc; conditions.

Westchester Broadcasting Corp., White Plains, N. Y.—Placed in pending file application new FM station.

The Fort Industry Co., Toledo, O.—Same.

Greensboro News Co., Greensboro, N. C.—Same.

Hutchinson Pub. Co., Hutchinson, Kan.—Same.

Palladium-Times Inc., Oswego, N. Y.—Same.

Filene's Television Inc., Boston—Placed in pending file application new commercial television station.

The Times-Herald, Washington—Same.

WORL Boston—Ordered that hearing on license renewal set for Nov. 20 be transferred to New York City, time and place to be determined.

NOVEMBER 14

1490 kc-KEEW Brownsville, Tex.—Granted vol. assgn. license from Radio Broadcasting Co. Inc. to Radio Station KEEW Ltd., new partnership composed of E. E. (Jack) Wilson and Earnest E. Wilson (sole stock owners licensee corp.) and T. Frank Smith (to have 60% interest for $8,500).

1240 kc-Altoona Broadcasting Co., Thompson Broadcasting Co., Altoona, Pa.—Designated for consolidated hearing applications for new stations, 250 w unlimited time.

1330 kc-WFRC Greenville, S. C.—Granted license renewal for period ending 11-1-45.

1290 kc-WFVA Fredericksburg, Va.—Same.

1230 kc-KMLB Monroe, La.—Granted petition insofar as is it requests leave to amend application to specify different transmtter site; denied insofar as it requests grant of application.

1240 kc-WARC Inc., Rochester Broadcasting Corp., Seneca Broadcasting Corp., Rochester, N. Y.; Finger Lakes Broadcasting System, Geneva, N. Y.—Denied joint petition filed by WARC Inc., Rochester Broadcasting Corp. and Seneca Broadcasting Corp. for reconsideration and grant without hearing one of the three applications for new station Rochester; denied request of Finger Lakes Broadcasting System for reconsideration and grant of application for new station Geneva.

National Assn. of Broadcasters—Granted extension time to 11-21 for filing requests for oral argument in matter of Promulgation of Rules & Regulations under Sec. 317.

NOVEMBER 15

Nashville Radio Corp., Nashville, Tenn.—Granted motion for leave to amend application new station re type equipment; application retained on hearing docket.

Binghamton Press Co., Binghamton, N. Y.—Granted petition amend application new station to specify transmitter site.

KFXD, Queen City Broadcasting Co., Boise, Ida.—Granted KFXD petition to take deposition of its consulting engineer re consolidated hearing on application for CP and applcations of Queen City Broadcasting Co. and Idaho Broadcasting Co. for CPs new stations; granted petition of Queen City Broadcasting Co. to advance hearing date from 12-4 to 11-27.

Chattahoochee Broadcasters, Marietta, Ga.—Denied motion for 30-day continuance consolidated hearing now set Nov. 17 re applications Chattachoochee Broadcasters and Marietta Broadcasting Co. for CPs new stations Marietta; ordered record remain open to 12-28 to permit introduction deposition five witnesses to be taken 12-8.

WMC Memphis—Granted in part motion for indefinite postponement hearing now set 11-20 on application license renewal; postponed hearing to 12-20.

Richard E. O'Dea—Granted motion for extension time for filing of proposed findings and conclusions re application transfer control WOV, on or before 11-16.

Applications . . .

NOVEMBER 13

Channel 1-Scripps Howard Radio Inc., Washington—CP new commercial television station ESR 1,650.

1490-kc-Southside Virginia Broadcasting Corp., Petersburg, Va.—CP new standard station 100 w unlimited.

1240 kc-Eastern Radio Corp., Reading, Pa.—CP new standard station 250 w unlimited.

47,900 kc-Scripps-Howard Radio Inc., Cincinnati—CP new FM station, 13,700 sq. mi., $200,000 estimated cost.

1400 kc-Arkansas Democrat Co., Little Rock, Ark.—CP new standard station 250 w unlimited.

45,700 kc-Times Picayune Pub. Co., New Orleans—CP new FM station, 14,000 sq. mi., amended to change coverage to 13,188 sq. mi.

43,700 kc-WAPO Broadcasting Service, Chattanooga, Tenn.—CP new experimental hf station, 1 kw A-3 FM emission.

1240 kc-WIBU Poynette, Wis.—CP install new antenna and make changes ground system.

1060 kc-KFRE Frersno, Cal.—CP change frequency from 1340 kc, increase 250 w to 1 kw and install new transmitter.

1340 kc-J. E. Rodman, Bakersfield, Cal.—CP new standard station 250 w unlimited.

680 kc-KPO San Francisco—CP install new vertical antenna.

Channel 4-KSFO San Francisco—CP new commercial television station, amended to change requested frequency from Channel 6.

NOVEMBER 14

1400 kc-Mississippi Broadcasting Co., Jackson, Miss.—CP new standard station 1240 kc 100 w unlimited, amended to request 1400 kc.

910 kc-Valley Broadcasting Assn., McAllen, Tex.—CP new standard station 1 kw unlimited DA-DN.

44,500 kc-KVOX Fargo, N. D.—CP new FM station, 5,800 sq. mi., $20,800 estimated cost.

1490 kc-Jonas Weiland, Petersburg, Va.—CP new standard station 100 w unlimited (dismissed at request of applicant).

NOVEMBER 15

45,500 kc-Raytheon Mfg. Co., Waltham, Mass.—CP new FM station, 6,530 sq. mi., $60,000-75,000 estimated cost.

45,900 kc-WFBR Baltimore—CP new FM station, 5,050 sq. mi., amended to request 19,135 sq. mi., change type transmitter, move transmitter and changes in antenna.

46,900 kc-Scripps-Howard Radio Inc., Indianapolis—CP new FM station, 8,400 sq. mi., $100,000 estimated cost.

43,300 kc-Evansville on the Air Inc.—CP new developmental station, 1 kw, AO-FM special emission.

43,500 kc-KHJ-FM Los Angeles—CP change frequency from 44,500 kc, specify 34,000 sq. mi., move transmitter and install new transmitter and antenna.

43,400 kc-WKBN Youngstown, O.—CP new FM station, 15,690 sq. mi., $115,060 estimated cost.

NOVEMBER 17

1340 kc-John Spottswood, Key West, Fla.—CP new standard station 250 w unlimited.

730 kc-Western Carolina Radio Corp., Shelby, N. C.—CP new standard station 250 w D.

1490 kc-Air Capital Broadcasting Co., Wichita, Kan.—CP new standard station 250 w unlimited.

1340 kc-KMYR Denver—Vol. assgn. license from F. W. Meyer to KMYR Broadcasting Co.

42,100-42,900 kc-Regents, U. of New Mexico—CP new noncommercial educational station 250 w A3 emission.

48,700 kc-Bernard Fein, New York—CP new FM station, 8,500 sq. mi. (returned).

Tentative Calendar . . .

NOVEMBER 20

950 kc-WORL Boston—License renewal.

1020 kc-KFVD Los Angeles—Same.

1110 kc-KPAS Pasadena, Cal.—Same.

790 kc-WMC Memphis—Same.

NOVEMBER 24

1440 kc-KMLB Monroe, La.—CP change frequency, transmitter and site, increase power, install DA-N.

New Canada Stations

THREE NEW Canadian stations went on the air during the first half of November, CJCH Halifax, with 1 kw on 1320 kc; CKFI Fort Frances, Ont., with 250 on 1340 kc, and CJEM Edmunston, N. B., with 250 w on 1240 kc.

DIVIDEND of 75c per share of common stock and $1.62½ per share of preferred stock was authorized by the board of directors of Stromberg-Carlson Co., payable Dec. 1 to stockholders of record as of Nov. 13, 1944. The dividend last year was 50c.

Help Wanted

Announcer. Experienced newscaster, also capable of routine studio work. 5 kw network affiliate, major midwestern market. Opportunity for advancement. Salary commensurate with ability. Include all data in first letter. Reply confidential. Box 540, BROADCASTING.

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Announcer for 50,000 watt CBS station. Excellent opportunity for top-notch, reliable man. Submit transcription with application. Box 855, BROADCASTING.

Announcer-operator wanted by station in Rocky Mountain area. Send experience, snapshot, and three references. Men only. First grade license. Box 875, BROADCASTING.

Immediate opening for two versatile announcers. $40.00 basic and talent. Send photograph, complete details of background, statement of availability if possible. Box 877, BROADCASTING.

Wanted! Operator-announcer with first class license for future chief engineer at radio station in small town in heart of Willamette Valley, in Oregon. Good RCA equipment, good working conditions. Prefer family man. Box 885, BROADCASTING.

Transmitter and control operators for 5 kw midwest station. In first letter outline experience and education and send recent snapshot. Box 887, BROADCASTING.

A good voice with at least a year's announcing experience will qualify you for a good position on a large midwest clear-channel station. 40 hour, 5 day week. Talent and overtime payments possible. Write Box 888, BROADCASTING.

CBS affiliate in beautiful New England university city needs experienced announcer. Prefer family man interested in permanent position with future at good salary. Station largest in area with no competition. If interested write Box 889, BROADCASTING.

First class announcer by old established regional broadcasting station in Florida. No floaters. Give age, draft status, experience and salary expected. Box 891, BROADCASTING.

Announcer—NBC affiliate has immediate opening for above average announcer. Talent opportunities. Give full information, references, expected earnings, first letter. Voice recording. WSAV, Savannah, Georgia.

Wanted—We are in need of a first class engineer and an announcer. Call or wire, collect, Melvin Hutson, President, Tennessee Valley Broadcasting Company, Decatur, Alabama.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

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CIRCLE 7-0193

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont'd)

Advertising manager for network station. Permanent position. KFRO, Longview, Texas.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI Pocatello, Idaho.

Wanted—First or second class operator. Excellent opportunity for advancement. Ideal working conditions. Permanent. Blue Network, 1000 watts, plan for great expansion, FM application filed. RCA equipped. A real opportunity for right party. Advise salary expected to start. Reporting date first letter. WTJS, Jackson, Tennessee.

WKY Radiophone Company, Oklahoma City, Oklahoma wants experienced announcer. Send voice transcription and full particulars to Bloyce Wright, Production Manager.

WSKB, McComb, Miss. expanding its operations has immediate permanent positions for first operator and restricted third operator, also male announcer, experienced news and commercials. Good pay. Write or wire, WSKB, McComb, Miss.

Transmitter operator wanted—First class license, small percentage announcing. Permanent position with postwar future. Give experience, references, draft status, snapshot, salary requirements, first letter. Immediate opening. Write or wire KGFW, Kearney, Nebraska.

Wanted—Licensed operator for kilowatt regional. Experience unnecessary. Permanent position with future for right man. Give full details first letter. Address Chief Engineer, WALB, Albany, Georgia.

Want announcer that can do newscasts regular job. Please state starting salary in first communication. Contact Manager, WBRW, Welch, W. Va.

Help Wanted (Cont'd)

Newscaster, capable of compiling own script. Permanent position for right man in news bureau under supervision of George Gow, KFH, Wichita, Kansas.

Situations Wanted

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.

Chief engineer now employed. Seven years' experience, five as chief with 250 watt transmitters. Desires change due to working conditions here. Permanent connections desired. Reasonable salary expected. Married with family. 4F, 30 years of age, sober habits. I am not a floater, can be available 60 days after accepting your offer. Virginia, North Carolina or South Carolina preferred. Box 882, BROADCASTING.

Program manager—Network newscasting and engineering experience. Desires change offering permanency and future advancement possibilities. Box 883, BROADCASTING.

Announcer—All around man, restricted license, strong ad-lib, six years' experience. Minimum $65.00. Box 884, BROADCASTING.

News, commercial announcer, married, 4F, 22, 2½ years New York station. Employed. Desire change working conditions, locality. Minimum $50.00, talent fee, 5000 watts. Permanent, large town, view FM, television. Radio school graduate. Box 886, BROADCASTING.

News editor-commentator available immediately. Now on regional CBS station. Four years radio news editor, backed by American and foreign newspaper experience. Box 890, BROADCASTING.

First class engineer now employed as chief desires change. Excellent references. Box 892, BROADCASTING.

Announcer—Some experience, wife plays piano, accordion and solovox. Prefer midwest station with talent possibilities. Walter Price, 101 S. Western Chicago, Ill.

Experienced basic staff announcer desires well-paid staff or specialty position. Sports-editor, WALA, Mobile, Alabama.

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Commercial Radio Equip. Co.
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Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
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1600 Broadway N.Y. 19, Circle 6-4675

BUY
WAR BONDS

Situations Wanted (Cont'd)

News editor-rewrite man—Available now to put straight news, commentaries to work making more listeners, more money for your station and sponsors. Eight years experience reporting, rewriting, analyzing, dramatizing news for newspapers, wire services, radio, radio-newspaper affiliation. Age 28, 4F. Now on publicity and speech-writing staff of major political party. Campaign's over, job's done. What's your news problem? Box 896, BROADCASTING.

Announcer, newscaster, writer, actor. Reliable, ambitious. Veteran. Eastern station preferred. Box 97, G.P.O., New York 1, N. Y.

Wanted to Buy

Will pay cash for 250 watt transmitter. FCC approved. Box 860, BROADCASTING.

Wanted—1000 watt transmitter, FCC approved, also matching "T" network. Write Box 881, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—Broadcasting equipment such as pre amplifiers, control panel, meters and any other equipment except transmitter. Write or wire prices of what you have. E. A. Homes, Jr., 511 S. 83rd St., Birmingham, Ala.

For Sale

United Sound Engineering Companies 5 tube amplifier with microphone and stand. Model serial USE, new. $125. Box 894, BROADCASTING.

Vertical radiator 200 foot, tubular construction, complete with guywire, base insulator, lighting equipment. Ashland Broadcasting Company, Ashland, Kentucky.

Miscellaneous

Chicago agency wants to place eight full strip accounts on after midnight time. Box 898, BROADCASTING.

WANTED

5 kw transmitter

1 antenna, any height
with lights

1 250 watt transmitter

Box 876, Broadcasting

If you are a qualified chief engineer, preferably now employed by a small southern station, but desiring a change; if you are stable and sober and forward looking, this may be the job you're seeking:

"A thousand watt CBS regional station wants to employ a chief engineer, one who can supervise men and command their respect. This is a permanent job for the right man. Due to War Labor Board limitations on a salary fixed under a prior ownership, the pay is moderate to start; but we're hunting a man who wants to grow with us and can help us on problems of increased power and FM possibilities.

This job is going to be filled quickly. If interested write to Box 897, BROADCASTING. Include when you could go to work. We'll wire or telephone the man who fills the bill.

500 kw Long-Wave Stations Are Sought by Panel Group

Engineers Propose 10 Clear Channels in Band 200-400 kc for Better Rural Coverage

RECOGNIZING the need for better rural coverage, the Allocations Committee of Panel 4, Radio Technical Planning Board (P4a), has recommended that 10 clear channels, each 10 kc wide, be made available in the 200-400 kc band (long wave) for stations of 500 kw power or greater, it was learned last week.

The recommendation, which now goes to Panel 4 for consideration, was adopted after the Committee heard reports from Paul F. Godley, Montclair, N. J., consulting engineer, and H. W. Holt, chief engineer of WOV New York, on expansion of the standard band.

Superior Coverage Seen

Discussion disclosed that the groundwave coverage on the lower frequencies is considerably superior to that of the standard band, 550-1600 kc. Coverage both day and night would be improved, it was pointed out, in a range of from 300-500 miles from each station. Static would be worse, but the higher power would more than overcome that interference, engineers agree.

Superior propagation in the range of 300-500 miles also would permit more consistent and dependable signals than now are available to rural listeners in a substantial part of the U. S. Although there are few receiving sets today capable of tuning in the 200-400 kc range, Committee members pointed out that the new band could easily be added to any new design of standard broadcast receivers.

Until service in the 200-400 kc band is such that the number of receiving sets is sufficient to cover the entire country, the Panel 4 group suggested that it may be economically feasible to permit clear channel stations to operate stations in the new band, carrying the same programs as those on the regular outlets, to test the new service.

While FM proponents have emphasized that art will provide greatly improved urban service, Committee members explained, no responsible opinion has yet been passed that the wide rural service would be given by FM stations.

In that connection the Committee put little credence in the purported merits of high-fidelity, requiring wide band widths, thus the recommendation for 10 kc channels. Technically the 10 kc channels can be used as efficiently in the lower band, insofar as transmitting equipment is concerned, as in the standard band with the exception that the antenna height must be considerably greater to obtain comparable performance, according to Committee members. On the other hand, they brought out that the superior groundwave more than compensates for any minor loss in efficiency where higher antennas cannot be erected.

A study of non-broadcast, stations assigned to the 200-400 kc band and listening observations indicate that the band is not extensively used, and that at least 10 channels could be cleared for the proposed rural broadcast service, the Committee was informed.

Raymond F. Guy, NBC radio facilities engineer and chairman of Committee 3, RTPB Panel 8, recommended that further study of the use of 3-17 mc for rural broadcasting be dropped because of interference with international broadcasting which apparently will continue. His report was adopted.

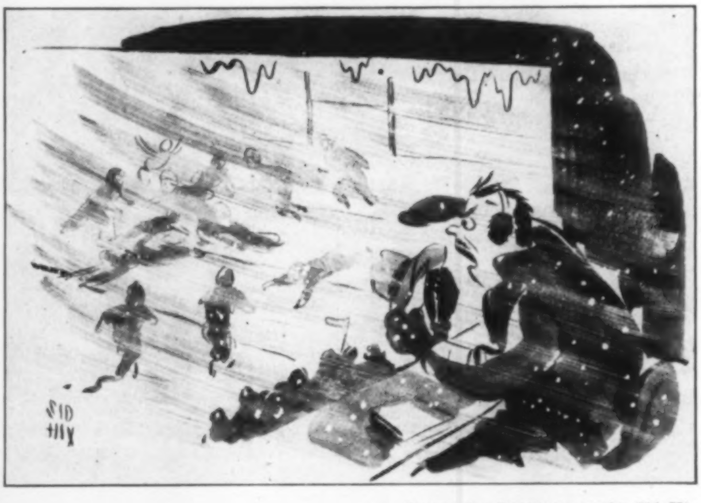
Power Boost Study

The Committee voted to continue its study of horizontal power increase for all stations. Three resolutions of the NAB Small Market Stations Committee, (1) requesting study of nighttime coverage of stations operating on local-channel frequencies, (2) regarding expansion of the standard band, and (3) regarding the use of synchronized control relays for AM satellite stations, were adopted. The FCC is to be notified that the NAB action now has been formally approved by the Panel 4 group. George Milne of the Blue Network was authorized to write the formal report to be submitted to the Commission as a supplement to the allocation hearings testimony.

Report from Philip Merryman of NBC; Howard S. Frazier, NAB Director of Engineering and Panel 4 chairman, and Mr. Guy on relays led to the recommendation that relay frequencies be allocated in block assignments, rather than be interspersed with other services, as at present.

The Committee previously had recommended that the 540 kc channel, adjacent to the broadcast band, be used for regional stations with 1-5 kw. The 530 and 520 kc proposed channels, which would be added to the broadcast band under recommendations to the FCC, would be locals with 250 w [**Broadcasting**, Nov. 13].

Members of the Panel 4 allocations committee include leading consulting engineers, and network and station engineering officials and broadcasters.



Drawn for **Broadcasting** by Sid Hix

"Jones Made Seven Yards Around Right End; Sorry, the P.A. Says Smith Lost Seven Yards Around Left End!"

WORLD-WIDE LINKS SEEN BY WAKEFIELD

RADIO RELAYS in conjunction with telephone land lines may link not only the nation but the world in all types of communications, Ray C. Wakefield, Federal Communications Commissioner, told the National Assn. of Railroad & Utilities Commissioners' War Conference in Omaha last Tuesday.

Based on evidence presented during the allocation hearings from Sept. 28-Nov. 2, Commissioner Wakefield asserted that the postwar period will see "vast new technical advances in communications" and that FM, television, and facsimile no doubt will be linked by radio relays into networks, just as standard broadcasting is linked today by telephone lines.

As to common carrier rates, Commissioner Wakefield said "much progress has already been made in integrating state and federal regulation in those matters which are of common concern" and he expressed the hope that "the cooperative efforts which have proved so valuable in the past will thrive and flourish" in the future.

STANLEY MAXTED, BBC war correspondent, who has arrived in this country for a short visit before returning to European battlefronts, will be guest of honor Nov. 20 at a BBC luncheon at the Waldorf-Astoria given by John Salt, BBC North American director.

Listening Increase On Election Night

Audience Up 50% Over That Of an October Tuesday

LISTENING on election night was more than 50% over that on a Tuesday three weeks before, according to a breakdown of sets-in-use figures in the 32 four-network cities made by C. E. Hooper Inc. Increase is consistent throughout the evening, the peak being reached in the 9-9:15 period each Tuesday—41.8% of all sets were found in use on Oct. 17; 58.0% were found in use Nov. 17.

Research organization did not issue individual audience figures for each network for the evening, which, as given to the networks the day after election, showed NBC to have had the largest part of the audience, with CBS, Mutual and Blue following in that order. Blue was erroneously reported third and Mutual last in last week's issue of **Broadcasting**, which also was in error in reporting an average rating of 14.7 for MBS for that evening. Figure was Mutual's share of audience based on sets-in-use not its rating, based on all radio homes.

Breakdown of election listening by quarter-hours through election evening, from 6 to 10:30 p.m. (EWT) follows:

	Oct. 17	Nov. 17
6:00-6:15 P. M.	15.8	23.3
6:15-6:30 P. M.	13.4	24.0
6:30-6:45 P. M.	12.9	26.1
6:45-7:00 P. M.	18.5	32.8
7:00-7:15 P. M.	21.1	38.6
7:15-7:30 P. M.	23.1	38.1
7:30-7:45 P. M.	21.2	39.8
7:45-8:00 P. M.	25.7	42.1
8:00-8:15 P. M.	31.2	49.6
8:15-8:30 P. M.	29.5	50.0
8:30-8:45 P. M.	34.2	53.8
8:45-9:00 P. M.	35.1	54.5
9:00-9:15 P. M.	41.8	58.0
9:15-9:30 P. M.	37.5	57.6
9:30-9:45 P. M.	39.9	56.5
9:45-10:00 P. M.	38.6	54.1
10:00-10:15 P. M.	39.6	54.2
10:15-10:30 P. M.	35.5	54.9

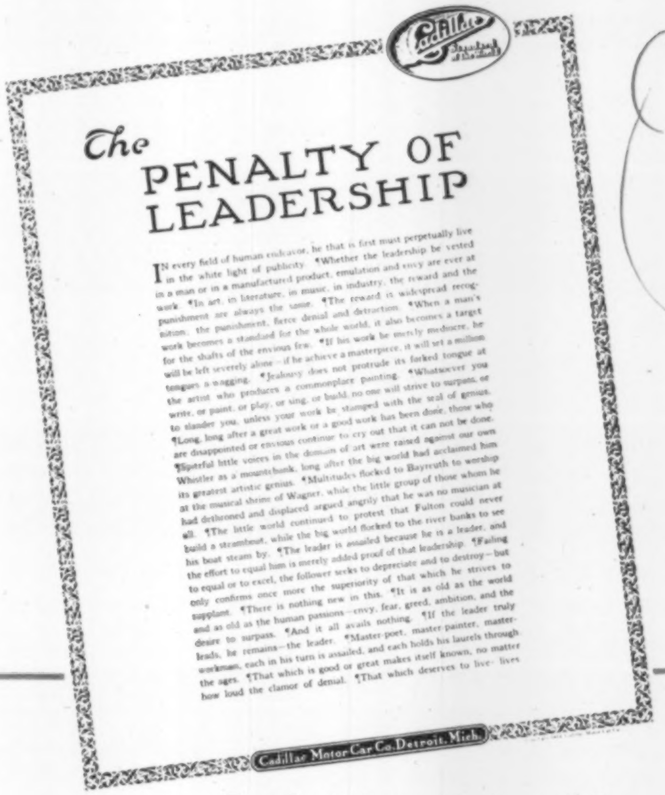
CED Disc Series

COMMITTEE on Economic Development has begun distribution of a quarter-hour transcribed program, *Creating New Jobs*, to stations through the 2,000 local CED committees. Recording, cut by World Broadcasting System, includes talks by business leaders. Other CED programs, both recorded and network, are in preparation according to Lawrence Hammond, who produced the first one, and Edward Roberts, who wrote it. On Nov. 27 Mr. Hammond becomes radio and motion picture director of the CED's information division, succeeding Mr. Roberts, who joins the staff of *Time* on that date.

'GE House Party'

GENERAL ELECTRIC Co. Bridgeport, will begin sponsorship of a network program, titled *GE House Party*, early next year on CBS, Monday through Friday, 4-4:25 p.m. on behalf of the company's appliance and merchandise department. Art Linkletter is m.c. for the show, which is scheduled for its air premiere sometime between Jan. 1 and 15. Agency is Young & Rubicam.

ADVERTISING MUST PACE PROGRESS



Cadillac
Standard of the World

The PENALTY OF LEADERSHIP

In every field of human endeavor, he that is first must perpetually live in the white light of publicity. ¶Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶The reward is widespread recognition; the punishment, fierce denial and detraction. ¶When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. ¶If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a wagging. ¶Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. ¶Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it can not be done. ¶Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. ¶The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. ¶There is nothing new in this. ¶It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. ¶And it all avails nothing. ¶If the leader truly leads, he remains—the leader. ¶Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶That which is good or great makes itself known, no matter how loud the clamor of denial. ¶That which deserves to live—lives.

Cadillac Motor Car Co. Detroit, Mich.

Birth Certificate

OF AN INDUSTRY'S GREATNESS!

After 29 years, the leadership which Cadillac assumed in this famous advertisement is still generally acknowledged. More significantly, "The Penalty of Leadership", by Theodore F. MacManus, by its mature force and dignity helped establish the fact that automobile manufacturing had progressed from the work shops of a few mechanical wizards to the eminence of a great industry.

...And Advertising Must Make Other Industries Great In The Distribution Decade!

Along the highroad of America's industrial progress, many of the significant milestones have been advertisements and advertising ideas that greatly accelerated the growth of individual companies, and of entire industries.

Post-war, the need for increasing consumption will be greater than ever before. Advertising must again pace progress by raising the world's highest standard of living to an even higher pinnacle—for expanded productive capacity and abundant man power will require an increase in consumption of at least 40% of pre-war levels.

In the Distribution Decade after V-Day, your clients will look to you for accomplishments surpassing everything advertising has ever done.

Alert advertising men are now actively planning and preparing for that responsibility and that opportunity.

So is WLW.

When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

Division of The Crosley Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION
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